

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

and The Flavor Field

81st YEAR

FEBRUARY, 1958

C. E. BICKFORD & CO.
COFFEE BROKERS
AND AGENTS

Since 1886

NEW YORK
120 Wall Street

NEW ORLEANS
427 Gravier St.

COLOMBIA,

home of PREMIUM coffees



The Colombian farmer has his own coffee nursery in which he plants only carefully selected seeds. The site is chosen on a level spot on the mountain side, between 2,000 and 6,000 feet above sea level, because coffee grown at these elevations is endowed with greater body, a stronger aroma and more

refreshing flavor. Every effort is made to nurture the tiny seeds, which represent the first of the many steps in the production of Colombia's premium coffee. Thus nature and the skill of man combine at every point to produce a work of perfection, to make coffee from Colombia the best in the world.

National Federation of Coffee Growers of Colombia

120 Wall Street, New York 5, N. Y.

Member of
Pan American Coffee Bureau.



A Coffee
Buyer's Guarantee for
Unequalled Dependability
and Service

NEW YORK
91 Wall Street

NEW ORLEANS
336 Magazine Street

SAN FRANCISCO
242 California Street

CHICAGO
404 No. Wells Street

Representatives in:

SANTOS, RIO de JANEIRO, PARANAGUA and principal coffee producing countries throughout the world.

FEBRUARY, 1958

NOW MORE THAN EVER

IS THE TIME TO

SAVE

WITH

PORTUGUESE
WEST AFRICANS

ANGOLA

CABO VERDE • S. TOMÉ • TIMOR

THEY ARE SWEET AND THEY
WILL BRING DOWN THE COST
OF YOUR BLENDS

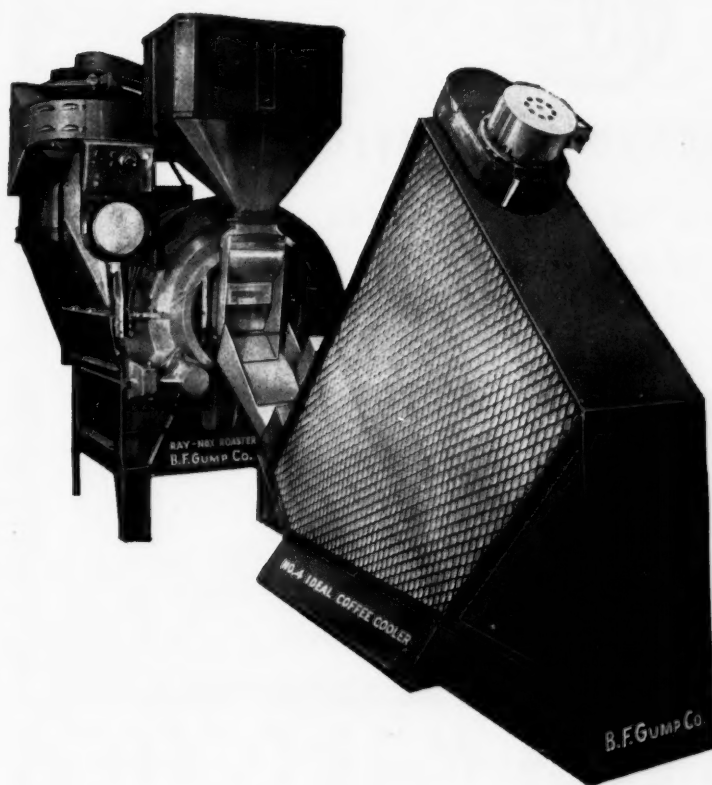
JUNTA^{de} EXPORTAÇÃO^{do} CAFÉ

HEAD OFFICE: RUA AUGUSTA - 27 - LISBON - PORTUGAL

D. SARALVA

Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy, Feb. 1958 Vol. 81 No. 2. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

New Cupping Quality for your coffees



with this
GUMP
Ray-Nox Roaster
and
Ideal Cooler
Team

This Gump roasting and cooling combination will develop your coffees to new cup and keeping qualities . . . increase operating convenience in the roasting department . . . and cut down on coffee roasting costs.

Cup tests—made in the trade—show that the method of roasting utilized in the Gump Ray-Nox Roaster enhances the choice characteristics of high grade coffees, and actually upgrades lower priced coffees. Furthermore, roasts from Ray-Nox Roasters are sweet, clean and bright—free of any metallic taste and of contamination from the by-products of roasting.

These superior cup and keeping qualities are fully protected in the new Ideal Vertical-Twin Cooler. The Ideal cools a full four-bag roast fast and uniformly—to room temperature in less than three minutes. The coffee is handled gently, so there is no breakage of the beans. As

in the Ray-Nox Roaster, stainless steel construction is used to prevent metallic contamination of the roasts, and to lighten the cleaning job.

The Duo-Set Controllers, available with Ray-Nox Roasters, enable an operator to produce uniform roasts from batch to batch, with a minimum of training . . . and provide for a completely automatic roasting and cooling cycle if desired.

And, modern Gump design and engineering cut gas, power, and maintenance costs.

Gump Ray-Nox Roasters and Ideal Vertical-Twin Coffee Coolers can be purchased as separate pieces of equipment. But if you are planning expansion or modernization of your roasting department, you'll want to gain all the benefits of the combined equipment. Write for complete details, no obligation.



B. F. GUMP Co. 1312 S. Cicero Avenue, Chicago 50, Illinois

—Engineers and Manufacturers Since 1872—

GUMP RAY-NOX COFFEE ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS
BAR-NUN "AUTO-CHECK" NET WEIGHERS • BAR-NUN BAG FEEDERS, OPENERS AND WEIGHERS
DRAVER COFFEE BLENDING SYSTEMS • ELEVATORS AND CONVEYORS • EDTBAUER-DUPLEX NET WEIGHERS



THE GREAT ATLANTIC & PACIFIC TEA CO.

IMPORTERS, ROASTERS, RETAILERS
OF FINE COFFEE

Represented in
BRAZIL AND COLOMBIA

by the
AMERICAN COFFEE CORPORATION

THE WORLD'S BEST MILD COFFEES



FOR YOUR BEST BLENDS USE
THE BEST MILD COFFEES IN
THE WORLD WHICH ARE
PRODUCED IN :



**COSTA RICA • CUBA •
DOMINICAN REPUBLIC •
ECUADOR • EL SALVADOR •
GUATEMALA • HAITI •
HONDURAS • MEXICO • NICARAGUA •
PANAMA • PERU •
PUERTO RICO • VENEZUELA**



FEDECAME • (FEDERACION CAFETALERA DE AMERICA)
ADDRESS: FEDECAME • BOX 739 • SAN SALVADOR, EL SALVADOR, C.A.



What Ruffner Service Means To You

COUNTRYWIDE COVERAGE

Offices in the major distributing centers of the United States.

62 YEARS EXPERIENCE

A background of 62 years experience as coffee brokers and agents in meeting the needs of green coffee buyers.

DEPENDABLE SHIPPERS

Over the years, we have enjoyed the representation of the most reliable shippers.

CONSCIENTIOUS SERVICE

Our coast-to-coast organization offers coffee roasters a complete and conscientious service.

Ruffner, McDowell & Burch, Inc.

Coffee Brokers and Agents

Established 1896

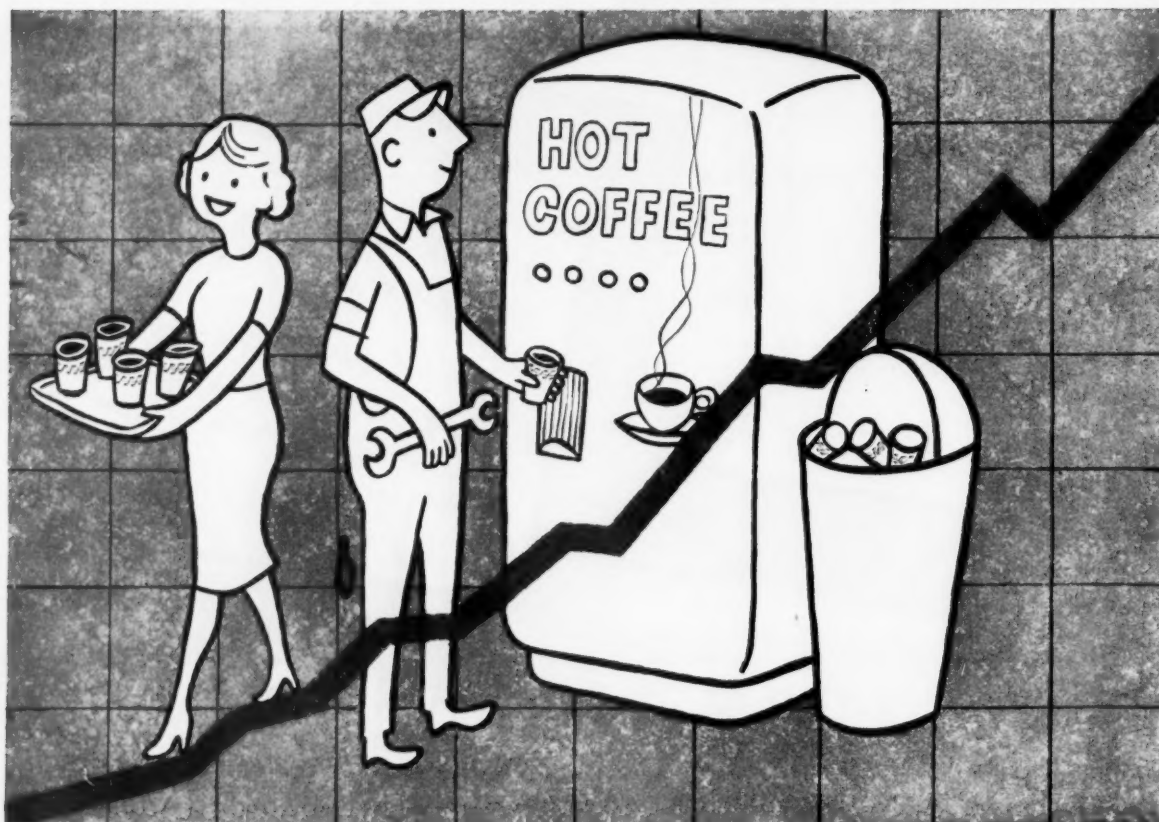
NEW YORK: 98 Front Street

SAN FRANCISCO: 214 Front Street

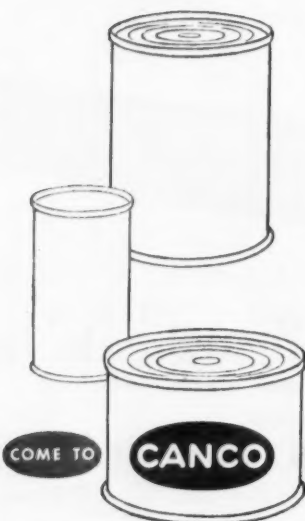
CHICAGO: 408 W. Grand Ave.

NEW ORLEANS: 419 Gravier St.

Fact: More and more coffee is
being sold through vending machines



Question: Are you set to sell
in this fast-growing market?



COME TO

CANCO

FIRST!

You see signs of it wherever people congregate . . . you read about it in the trade press—sales of coffee through vending machines are at an all-time high and still growing fast!

What's more, this is almost all extra business, non-competitive with coffee consumed in homes. Machine vending offers roasters a new and rapidly-expanding market with a tremendous sales potential.

Canco technicians will help you develop an efficient package for ground coffee, liquid concentrate or soluble powder . . . a *vacuum-packed* container that will enable you to supply your fine blend at its *freshest*. You can count on prompt delivery from a nearby Canco plant, as well as the many other services Canco offers. Give the man from Canco a call this week!

American Can Company

New York • Chicago • San Francisco

COFFEE & TEA INDUSTRIES and The Flavor Field

Formerly **THE SPICE MILL**

COFFEE & TEA INDUSTRIES and The Flavor Field

81st Year

Feb., 1958

Vol. 81, No. 2

Iced Coffee—1958

Iced coffee widens break-through	12
<i>The promotion is here to stay, survey shows</i>	
Promote good iced coffee: Van Horn 16	
<i>PACB's industry-level campaign sets pace</i>	
Summer sales from iced coffee are a profitable 'plus': Neuman	17
Carnation—and iced coffee: Chamberlin	20
"How I would sell iced coffee": Graham	22
New trend in iced coffee promotion: Cady	23
Good iced coffee boosts hotel volume 25	
The market's here—promote it: Stevens	27
What summer slump? Hardesty	29
Hot medium for iced coffee: Miller....	31
The retailer has to like it: Mee.....	33
Key to more iced coffee sales: Pachuta 34	
TV can do it for iced, too: Cash.....	37

Other articles

NCA convention warns of danger.....	9
<i>Round-up preliminary story on 1958 Boca Raton sessions</i>	
ICO is formed	11
<i>World conference at Rio approves International Coffee Organization</i>	

How buying committees for big chains work: Part 2	41
Coffee development in Kenya	43
What to know about CTC teas	61
<i>An Assam planter with key facts on a "hot" subject</i>	
Will CTC oust orthodox manufacture? 62	
Tea and coffee in the schoolroom	65
Cochin as a tea port	66
Selling premiums through packaging 69	
<i>Gianninoto on how to use this technique profitably</i>	
The clove industry of Madagascar	71
<i>Part 1 of another stimulating report by Dr. Ernest Guenther</i>	
Spices in therapeutic diets	72
Potentialities of physicochemical separation in the flavor field	73

Departments

Trade roast—cartoon: Wood	23
Mark my word!—Hall	45
Ship sailings	51
Editorials	59
Tea movements	68
News from key cities	75-79

Publisher, E. F. Simmons; Editor, Bernard Sachs; Advertising Manager, Ben Kingoff; Business Manager, E. Redmond; Circulation Manager, E. Patterson.

Representatives: **New Orleans** — W. McKennon, 731 Dumaine St.; **California** — Mark M. Hall, 1215 Shattuck Ave., Berkeley, Calif.; **Chicago** — Harry T. Lane, 141 W. Jackson St.; **Mexico City** — Douglas Grahame, Apartado 269; **Rio de Janeiro** — A. Sampaio Filho, Rua Quitando 191; **Santos** — Tullio Catunda, Praça Maua, 29-s/217.

Subscription: \$4.00 per year, U. S. A.; \$4.50, Canada; \$5.00, Foreign. Published monthly. Copyright 1958 by The Spice Mill Publishing Co., Inc., 106 Water Street, New York 5, N. Y., Whitehall 4-8733.

81st Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

FEBRUARY, 1958

**your
ideas
influenced
these
new
urns**



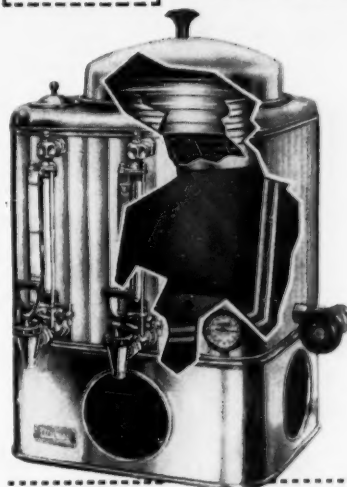
Murray Kaplan
Vice President
Cecilware-Commodore

"You professionals who must brew coffee by the gallon all day long outlined the features a really modern coffee urn needs to boost profits on your coffee sales—"

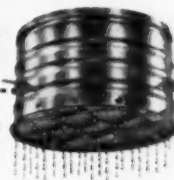
THAT'S HOW WE CAME UP WITH THE DRAMATIC NEW

CECILWARE

Series '61' COFFEE URNS



featuring
the remarkable
GRIDDED RISER



The quick-acting coffee basket that utilizes a standard coffee bag.

Years ahead in advanced design and construction, the crisply modern lines and simplified mechanism of these urns will be as young in 1961 as the day you make your purchase. Ask your equipment dealer today about Series '61 — and write us for our new catalog No. 22.

THIS AD IS PART OF OUR AGGRESSIVE CAMPAIGN INCLUDING FULL PAGES IN COLOR DIRECTED TO YOUR CUSTOMERS.

Coffee
by the
gallon

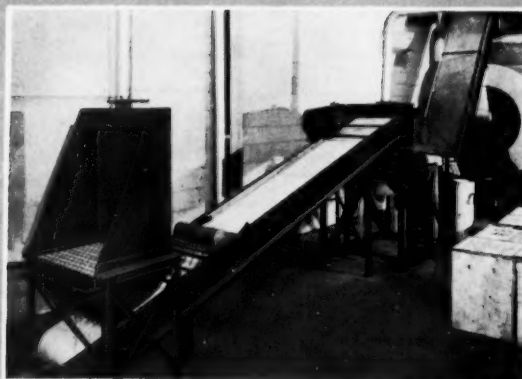
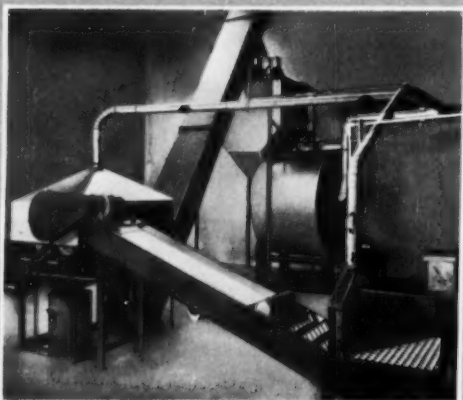


CECILWARE

Cecilware-Commodore, 199 Lafayette St., N. Y. 12

PLANNING TO
EXPAND
YOUR TEA OPERATIONS THIS YEAR?

THERE'S NO TIME TO WASTE!
CALL JABEZ BURNS FOR HELP
IN YOUR PLANNING



MEET THE MARKET

by preparing for greater, more efficient production now. Burns know-how can help you.

CUT EXPENSIVE OVERHEAD

due to out-dated equipment, wasted space and unnecessarily high labor costs. Burns has the answers to most of these problems.

IMPROVE QUALITY

by installing a modern Burns tea plant engineered to **your** production and building requirements.

START TODAY

by calling in Jabez Burns. Get the facts. Discover how you can save money and improve your product with an up-to-date Burns-engineered tea blending plant.

JABEZ

BURNS
ENGINEERS

AND SONS, INC.

NEW YORK CHICAGO
DALLAS SAN FRANCISCO

600 WEST 43rd STREET • NEW YORK 36, N. Y.

NCA convention warns of danger to U. S. if surpluses break down producer economies

**Silence, Prettyman, O'Brien elected by Boca Raton conclave;
"focus on marketing" stresses more volume as key to progress**

Looming coffee surpluses can be a danger to the American way of life and to the coffee industry here, if they result in breakdowns of producing country economies.

This warning was sounded by the National Coffee Association at its 47th annual convention, held last month at familiar industry stamping grounds, luxurious Boca Raton Club, Boca Raton, Florida.

In a resolution adopted at the wind-up business meeting, the convention directed NCA officers "to work with the United States government and the governments of the coffee producing nations in studying the problems and seeking sound solutions."

More than 650 coffee men, guests from allied fields and their wives were on hand for the convention, a near-record total.

This was NCA's first January convention. In the past the meetings were held in the fall or, with the advent of the Boca Raton site, in early winter. No convention took place in 1957.

Frederick H. Silence, of Ruffner, McDowell & Burch, Inc., New York City, was elected chairman of the association for the coming year. Thomas J. Prettyman, of the Paxton & Gallagher Co., Omaha, was named vice chairman. Austin A. O'Brien, of Byrne, Delay & Co., New Orleans, continues as treasurer.

New directors, elected for three-year terms, are Arthur A. Anisansel, Imperial Commodities Corp., New York City; Arthur L. Ransohoff, A. L. Ransohoff Co., Inc., New York City; Harry R. McComb, Standard Brands, Inc., New York City; Edward Aborn, Tenco, Inc., Linden, N. J.; C. W. Duncan, Jr., Duncan Coffee Co., Houston, Texas; R. H. Cardwell, Jr., C. W. Antrim & Sons, Inc., Richmond, Va.; and Russell Atha, J. A. Folger & Co., Kansas City, Mo.

Appointed to the Advisory Committee were Peter Folger, J. A. Folger & Co., San Francisco, retiring chairman; Robert B. Sasseen, Dannemiller Coffee Co., Brooklyn, N. Y.; Gustav Wedell, The East Asiatic Co., Inc., New York City; E. A. Johnson, Sr., E. A. Johnson & Co., San Francisco; F. C. Byers, Hills Bros. Coffee, Inc., Edgewater, N. J. Chairman Silence and Vice Chairman Prettyman are ex-officio members of this committee.

The 1958 conclave broke new ground. It marked the discovery that coffee people are interested, above all, in coffee people.

This recognition came in two areas—ideas and entertainment.

A convention highlight was an interview, in Mike Wallace

style, with Donald Cady, vice president of The Nestle Company, Inc., and Jack R. Durland, president of Cain's Coffee Co.

Coffee men in the audience listened, absorbed and responsive, as Fred J. Pullen, who staged the business sessions, flung pointed questions on merchandising and sales promotion at both coffee men.

Full NCA convention coverage in next issue

The article on this page is a quick summary of some of the highlights of the 47th annual convention of the National Coffee Association, held last month at Boca Raton, Florida.

Full coverage—in articles and pictures—will appear in the next issue of COFFEE & TEA INDUSTRIES.

Equally successful was a forum on off-shore soluble coffee, which took a controversial industry subject and moved it into the broad daylight of platform discussion.

Moderated with skill and point by Thomas W. Kelly, NCA counsel, the forum brought to the platform widely differing opinions, from George Harrison's, of the Harrison Coffee Corp., at one end, to Edward Aborn's, of Tenco, Inc., at the other. Other panelists were Austin O'Brien, of Byrne, Delay & Co., and C. W. "Tex" Cook, of the General Foods Corp.

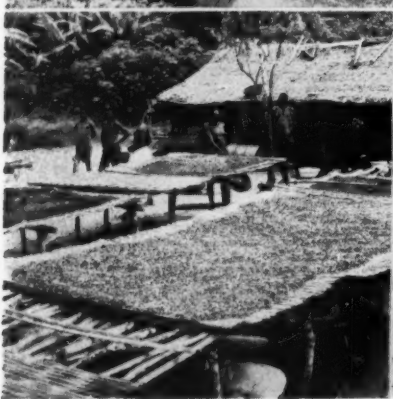
The forum resolved nothing. But it did inform the conventioners, more directly than was possible otherwise, on what the differences in opinion were, and why.

The 1958 conclave also established for national conventions what some of the regional associations have known for a long time—that coffee people's best entertainers are coffee people.

Some of the most hilarious moments at any coffee convention in years came when barbershop quartets from New York, San Francisco and New Orleans competed Tuesday night.

The winners, incidentally, were New York's "Strictly Softies"—Vincent Campbell, Charles E. Rogers, Herbert Whaley and Fred Sterzenback—who came in first on har-

(Continued on page 58)



ROBUSTA COFFEE *from* IVORY COAST

- Increasingly popular because of uniform blending quality.
- Quality assured through modern preparation.

CHAMBER OF COMMERCE

P.O. BOX 1399, ABIDJAN

IVORY COAST, FRENCH W. AFRICA

United States Representative
French Overseas Territories Division
Commercial Counselor to the French Embassy
610 Fifth Avenue, N. Y. 20, N. Y.
CI 5-7974

Top photo shows a view of the modern city of Abidjan, the main port of Ivory Coast. The second photo illustrates a typical coffee tree nursery in the interior. The third photo pictures the spraying of coffee trees with up-to-date equipment. On the lower left is shown a native type drying bed, although the more modern method of drying on concrete is widely used. The center picture illustrates one of the mobile hulling units in use in Ivory Coast. On the right is shown one of the new cleaning and warehousing plants in Abidjan.

International Coffee Organization formed at Rio conference; big aim is promotion

\$8,000,000 annual budget estimated for new world body;

Rio is headquarters; pact to be ratified by July 31st.

Delegates to the International Coffee Conference, held in Rio de Janeiro last month, have agreed to form an International Coffee Organization.

Primary purpose of the new world coffee body will be promotion.

Export quotas and price minimums were not even on the agenda of the Rio meeting.

Fifteen delegates from 14 Latin American coffee producing countries and Portugal signed the agreement to form the International Coffee Organization.

Belgian and French delegates, representing their African colonies, did not sign, although they approved the agreement. They explained they did not have the power to sign under the instructions they had from their governments.

The Rio de Janeiro agreement is subject to ratification by the participating countries by July 31st.

It is estimated the International Coffee Organization will have an annual budget of about \$8,000,000.

The main objective will be promotion of coffee consumption throughout the world, to relieve the looming surplus. ICO will also compile statistics on production and consumption, will seek ways to improve coffee growing, and will recommend measures to avoid crises.

Delegates to the conference named a committee to meet within 40 days to prepare the groundwork for the new organization, it was reported. In the meantime, the coordinating committee of the conference will carry out the organization's work.

Rio de Janeiro was selected by the delegates for the headquarters of the International Coffee Organization.

A plenary session at the Rio conference approved 11 amendments to the draft constitution submitted for approval.

The more important amendments concerned voting powers on matters of policy, if a coffee crisis should arise, and the right of a signatory country to object to a decision on such matters within 60 days, and obtain an exception to the decision.

The amended constitution provides that on decisions involving joint action to meet an emergency, a majority of basic votes will be required. Each country will have five votes.

The changes allayed the fears of African and Asian producers that an attempt might be made to establish widespread export controls.

Mexico City pact nations agree at Rio to extend crop quotas

The Mexico City pact to limit coffee exports was extended last month to June 30th.

Meeting at Rio de Janeiro, concurrently with the International Coffee Conference there, representatives of the seven Latin American countries agreed to limit their coffee exports between April 1st and June 30th to about 85% of the amount exported in the same period last year.

The quota for Colombia, Mexico and the four Central American producers—Costa Rica, El Salvador, Guatemala and Nicaragua—is about 2,798,000 bags for this period.

Of the total, 1,435,000 is Colombia's quota, and the balance is for the other mild coffee countries.

Brazil's export quota for the period was not announced. Trade sources said it was likely she would ship about 2,500,000 bags.

Alfonso Rocha, El Salvador's Minister of Economy, said the new quotas meant that 70% of the countries' exportable crops would be on the market by June 30th.

In effect, the amendment makes it possible for any member nation to refuse to follow an ICO recommendation for extension of controls.

It also represents a compromise with the vote based on proportion of production.

Another section of the agreement called for assessments of 25¢ per bag on coffee exported from the producing countries, the funds to be used for promotion. An amendment permits African Robusta countries to contribute only 15¢ a bag.

On coffee exports by a colony to the mother country, or to sister colonies, alternatives have been set up. Where a national organization exists to promote coffee in the mother country or her territories, the contribution will go to that organization. Otherwise it will go to ICO.

An observer for the United States government told the delegates he was sure the constitution, as amended, would be acceptable to this country.

He assured the group the U. S. would give all possible cooperation along statistical and technical lines.

iced coffee widens break-through

Roasters who try it like it — and plan to do it again this summer — survey of 1957 promotion reveals. Point-of-sale tops other methods in attack on \$100,000,000 summer slump

Iced coffee promotion is here to stay. That's the way roasters who have tried it feel about efforts to tap this summer potential.

This swing is one of the big achievements of two successive years of industry-level promotion of iced coffee.

This coming summer, paced by Pan-American Coffee Bureau advertising and merchandising, more roasters than ever before will get into the act.

The industry is licking the hot weather slump through slow, steady progress, not in any single great breakthrough. That, is the pattern so far, at least.

What emerges as the bedrock of the trend to date is the roaster who goes after iced coffee at least once. Almost invariably, he finds it rewarding. Even when his summer volume doesn't jump first time out, it's enticing.

It's this roaster, who has gotten his feet wet in iced coffee promotion, who comes back to it.

More than eight out of ten roasters who went after iced coffee in 1957 will go after it again in the summer of 1958—and half of them will do it with greater intensity.

These are among the trends revealed by the third annual survey of iced coffee promotion conducted by COFFEE & TEA INDUSTRIES, formerly The Spice Mill.

Results in the latest survey, which checks on iced coffee activity in the summer of 1957, bring new weight to two big facts:

1. Iced coffee *can* be sold.
2. The more effort you put into it, the more iced coffee you sell.

Survey returns added new case histories to the roster of companies moving more coffee through iced coffee promotion. In some cases—still the exception—the additional volume is substantial.

The myth that the summer slump is inevitable is crumbling, although slowly. Roasters skeptical of the potential are seeing competitors getting into the promotion, and are beginning to wonder if they aren't missing out.

Other factors, too, are having an impact:

¶ Tie-ins by big, hard-headed companies like Carnation and Armour, with huge sales staffs able to blanket U. S. food stores.

¶ More iced coffee material visible in the stores, especially last summer.

Stick-to-itiveness on iced coffee by the Pan-American Coffee Bureau. Roasters feel they can count on powerful industry-level support, and can plan accordingly.

¶ Mounting evidence—including these survey reports—that iced coffee *is* being sold by more roasters.

Each year, the surveys show, more companies discard the summer slump notion and take steps to tap the \$100,000,000 summer potential for their brands.

The big jump in the number of roasters promoting iced coffee came in 1956. That gain was held last summer, with some advances.

About 60% of the respondents in the 1957 survey said they put effort behind iced coffee. This compares with 59% in 1956—and 41% in 1955, before the industry-level campaigns began.

Of the respondents who promoted iced coffee last summer, 54% actually noted that it brought positive results.

How the others felt is indicated by another statistic: *more than eight out of ten—83%, to be exact—of the respondents promoting iced coffee in 1957 said they will do so again the coming summer.*

Moreover, half of them will do at least as much promotion in 1958 as in 1957—and the other half will step up their campaigns.

Related to these comments are decided regional attitudes on iced coffee. In some areas, roasters consider iced coffee to be out of the question. Such opinions, naturally, close off grass-root development of iced coffee, since initiative on it must come primarily from coffee sources.

Even in some of these areas, however, there are exceptions. In one instance, several roasters in an area dismiss iced coffee as impossible, in view of what they *know* is a negative local attitude.

Yet in the very same region another roaster reports energetic iced coffee promotion for his own brand—and, what is more, a good response!

One aspect of the survey returns, more than any other, points up the wisdom of thorough iced coffee campaign preparation.

About 46% of the respondents promoting iced coffee did some briefing of their salesmen. In most cases, this appeared to be routine—talks at sales meetings and distribution of special literature.

★ Iced Coffee — 1958: A Coffee & Tea Industries "Fact Reference" Section

But one thing in common was reported by the companies with the best iced coffee results: *at their sales meetings, they actually prepared and served iced coffee!*

Seemingly, at the other sales meetings, no consideration was given to one of the most basic steps for any campaign—getting your salesmen to know, firsthand, what you want them to sell.

Other roasters didn't even go as far as sales meetings. They just sent sales bulletins and brochures to the men.

Iced coffee, as a product, *can* spark enthusiasm. Salesmen who tasted it liked it—apparently enough to go out and sell appreciably harder.

This might be considered by coffee men who think nobody likes iced coffee. These men, in many instances, have never tasted properly prepared iced coffee themselves.

Respondents to the latest iced coffee survey are representative of the industry. Informed estimates put their volume at about 70% of the total U. S. coffee business.

Top national roasters are among the respondents, as well as regional companies. Also included are food store chains with their own coffee operations.

The respondents cover firms selling to consumers via grocery outlets, or to restaurants, or to both. They also include wagon route operators.

Among those who promoted iced coffee last summer, 52% concentrated on regular coffee, 15% on instant and 33% both regular and instant.

Comparison of results of the surveys for the last three summers emphasizes the conclusion that a growing market for iced coffee is highly practical and that the beverage can gain wide acceptance as a summer beverage.

Cumulation of effort, and of numbers participating, is evident, as is increasingly heavy emphasis on the national level by the Pan-American Coffee Bureau, by the big coffee brands, and by nationally advertised tie-in products.

Many of the companies putting effort into iced coffee said they would like more industry-level advertising for iced coffee, and more publicity. Some of the companies selling to restaurants are looking for better dispensing methods. Still others want better consumer and/or restaurant education on how to prepare iced coffee, and more in-store displays.

There were also a few who want "warmer summers." No one, so far, has been able to do anything about *that*.

How did the companies promote iced coffee?

Last summer, as was true in the two preceding hot weather seasons, the most widely used technique was point-of-sale material. More than 89% of the respondents active on iced coffee relied, to some extent, on point-of-sale aids.

Among them, four out of ten said they relied on Pan-American Coffee Bureau material, half of them noting they threw into the effort every piece they could get.

Another three out of ten said they used their own point-of-sale material—mostly shelf cards and table displays.

In-store efforts ranked high in other ways. Among respondents selling to grocery stores, 35% ran special store promotions, many of them with tie-in displays and some even conducting demonstrations.

Direct mail, used by three out of ten iced coffee promoters in the second survey, dropped to less than two out of ten this time. Most of this direct mail went to the restaurant trade.

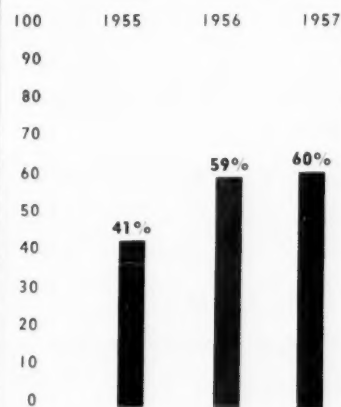
One respondent noted that he even used the Pan-American Coffee Bureau's newsletter as a mailing piece.

Among those selling to restaurants, 30% supplied iced coffee dispensers—given outright, loaned, sold at cost or at a "special" price.

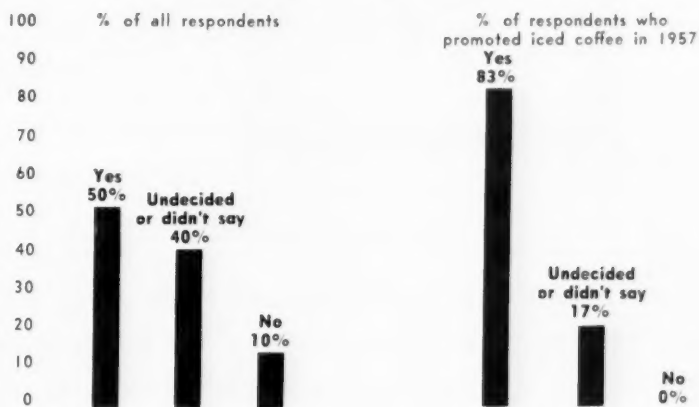
Most of the dispensers were of glass; some were clay.

(Continued on page 70)

Percentage of Roasters Promoting Iced Coffee



Will You Promote Iced Coffee Next Summer?





**BETTER
BOOST**

SPECTACULAR ADVERTISEMENTS

In keeping with the Pan-American Coffee Bureau's drive against "watered" coffee, a campaign to sell better-made ICED Coffee kicks off in June.

It will stress the fact that good Iced Coffee starts with *good* hot coffee—and the approved hot coffee making recipe gets top billing. Other major food advertisers will again join with the Bureau in producing one of the most spectacular advertisements ever employed.

SIX-PAGE GATEFOLD UNITS

A unique six-page unit opens like cupboard doors—a *double* gatefold—revealing four full-color pages packed with thirst-tempting illustrations and recipe service ideas for cool summer meals. It not only tells *how* to make good Iced Coffee but shows a variety of appetizing ways to serve it. This unusual advertisement is scheduled for the June 6th issue of The Saturday Evening Post and the June 30th issue of Life. You will receive a proof and all of the details later.

MAGAZINE CIRCULATION OF MORE THAN 11,000,000

In addition to the magazines, Iced Coffee (and how to make it properly) will be carried on the CBS-TV nation-wide network during June, July and August. This will be a nighttime TV show reaching the entire family. It will give Iced Coffee another big boost forward.

TV AUDIENCE OF 20,000,000 PLUS

**SUMMER-LONG PROMOTION WILL RECEIVE SUPPORT
OF THE ENTIRE SALES FORCES OF TWO MAJOR FOOD COMPANIES
TO HELP BUILD ICED COFFEE STORE DISPLAYS.**

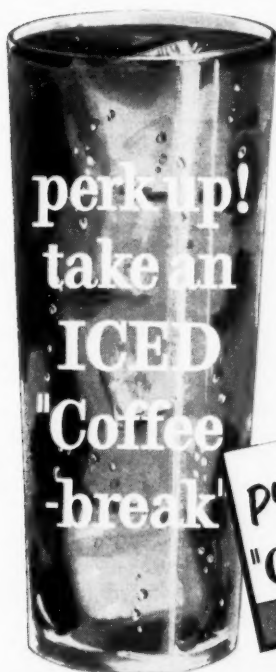
COFFEE PROGRAM TO 'ICED' ALL SUMMER!



COLORFUL MATERIALS

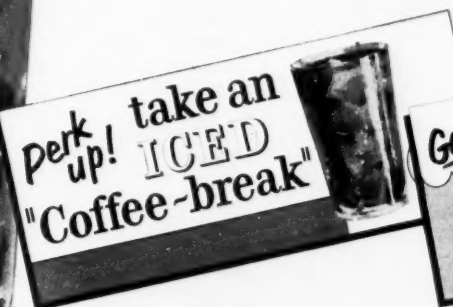
The store display materials you like best will be issued again (offered to you at half cost). There are pieces designed to fit all requirements in both restaurants

and grocery stores. Kits with order blank will be in your hands soon. If you are not on our mailing list, mail in the coupon below.



FOR RESTAURANT AND GROCERY STORE USE

The popular giant glass cut-out (28" high and 11" wide) is in full color. It can be used effectively anywhere—on windows, pillars, walls and mirrors. The soft sheet posters (20" x 8½") are full color, too. One is especially tailored for restaurant use. It has space for another food item and a price spot. The other poster is for grocery stores, with ample space for your brand imprint.



FULL MERCHANDISING KIT

You will soon receive a kit outlining the whole Iced Coffee promotion and samples of available materials. In addition to the above, the kit will contain newspaper mats, radio commercials, and a description of a 15-second television film—all designed to help you tie your brand into this bigger-than-ever Iced Coffee promotion.

PAN-AMERICAN COFFEE BUREAU

120 WALL ST., NEW YORK 5, N. Y.

Gentlemen:

Please be sure that my name is on the mailing list to receive one of the Iced Coffee kits.

NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

promote *good* iced coffee

"Better brew" theme carried into powerful 1958 summer promotion

by PACB; top food companies throw huge sales staffs into drive

By EDWARD E. VAN HORN, Director of Advertising
Pan-American Coffee Bureau

This summer, for the third successive year, the Pan-American Coffee Bureau is taking the lead in proclaiming to the United States public that iced coffee is not only cooling, but delicious to boot.

This truth about iced coffee, relatively unknown until recently, has been getting around.

Two years ago, when we launched the first big iced coffee effort, we were joined by some of the more progressive coffee companies, but were ignored by the grocery trade. More conservative members of the coffee industry stood by, watching skeptically to see what would happen.

Results must have been promising, for last summer—the second year of industry-level iced coffee activity—more coffee companies participated. And as a result of our related item work with three major national food companies, the grocery trade, too, began to sit up and take notice.

The industrywide summer slump in coffee is still with us. But the picture is changing. Companies find the potential is responsive, alive. Put solid preparation, activity and follow-through into it, and it yields returns accordingly.

That must explain why those coffee firms most enthusiastic for iced coffee are the ones which have promoted it. Many of these individual companies have shown increases in summer sales (some as high as 10%). They are not enough, yet, to reshape the industry trend. But the word is getting around.

From the *ex post facto* survey made by COFFEE & TEA INDUSTRIES, it appears that in the summer of 1958, more companies than ever before will include iced coffee in their seasonal promotional plans. This same study indicates that almost everybody (whether they plan to promote iced coffee or not) would welcome more national advertising by the Bureau during the summer months and, not-so-coincidentally, that's just what we're planning to provide.

To get us off to our usual spectacular start, we've scheduled another publishing "first"—a "double-gatefold" in the June 7th *Saturday Evening Post*. Again, iced coffee is the basic item in a strong, striking related-item, merchandise ad.

We'll be joined in this venture by two of the biggest, most knowledgeable food companies in the U. S., whose huge salesforces will again work like fury to build display, featuring coffee (which could be *your* brand) in cooperation with their products.

To backtrack chronologically for a moment, prior to the appearance of the advertisement, both the *Post* and *Life* (where the ad appears June 30th) will have their sizeable field merchandising forces at work enlisting store support for the promotion.

Following the *Post* insertion, we've scheduled a television spot on a highly-rated CBS television show with one of our partners. In the spot, the proper way of making iced coffee will be shown and this sequence (15 seconds) will be "lifted" from the film and prints of it will be available at a nominal cost.

This prime time network spot will be followed by the *Life* ad, then another TV spot in early July.

More TV spots, each reaching over 22,000,000 viewers, will appear in late July and August, with the result that the 1958 iced coffee program will reach more people than any iced coffee program we've ever had.

At this point, a few words on the theme of this year's effort are in order. As you may recall, our first campaign was based on "Cool Off with Good Iced Coffee." Last summer we used "New Ways to Take an Iced Coffee-Break," in an attempt to associate iced coffee with the readily-accepted hot coffee.

Recently, we launched a major campaign designed to combat "watered" coffee with the headline, "Really Good Coffee—and Here's How to Make It."

In deriving a theme for this year's iced coffee program, we decided that if good brewing is essential to increased hot coffee sales, it is also necessary in the preparation of iced coffee. Therefore, this summer's advertising will be built

(Continued on page 56)



"We find summer sales from iced coffee can be a very profitable 'plus'"

By JEROME S. NEUMAN, President
Martinson's Coffee, Inc.

Spring is almost here and summer is not far behind, and in coffee roasting plants from coast to coast coffee-men are looking forward to the annual summertime slump in sales.

Pathetically, there need *not* be a sales slump in the hot weather. Although the consumption of hot beverages falls off, customers turn to iced beverages for relief from the heat. That iced beverage could easily be coffee—with just a little bit of effort on the part of the roaster.

Several years ago, we looked into the iced coffee situation at some length in our company. We found that we had neglected a portion of potential market which could account for many thousands of extra pounds of regular coffee and jars of instant coffee. We decided to do something.

Our initial efforts were mainly to avail ourselves of all the published information to be had on iced beverage consumption. We found that the soft drink companies naturally had the major portion of the hot-weather-drink market. But we also found that tea accounted for a healthy percentage of summertime sales.

For years, we found, the Tea trade had looked upon the summer as a vital part of its selling season. The coffee industry generally, we also found, had viewed the hot weather as a necessary evil which would be over within less than 13 weeks. The promotional efforts from both reflected these attitudes.

Iced coffee is a delightful beverage, as we all know, and there are many more ways to serve it than to serve other iced beverages. Unfortunately, the consumer did not know this, or if she had been told she had obviously forgotten.

So our first job was an educational one. We used a great deal of public relations efforts to tell consumers in our marketing area about all the ways to serve iced coffee. Picture stories, recipes, television demonstrations were all employed and equal emphasis was given to both our regular and instant coffee.

The next task was to relate this educational program to our brand name. For this we used newspapers, radio, magazines and transportation posters. We took our "Jomar" character and put him in bathing trunks. Then we set him in a beach scene. The response to this suggestion of cool refreshment was gratifying. Our summer sales for this first year of heavy promotion rose a respectable percentage.

We had one fortunate break at the time. We had discovered a printing process which laminated printed sheets of paper to grooved strips of plastics. When this combination was moved, the viewer got the impression of animation. This process was used to produce our transportation signs. Within 30 days we had to replace almost every one of the signs. We suspect that in many homes our iced coffee signs are still in working order.

Merchandising-wise we produced a number of sales pieces, including miniature animation strips, which served as shelf talkers, price signs, recipe folders, etc.

Each year we try to improve our summer advertising and promotion program. We constantly search for new ways to serve our products in iced beverages and we publicize them as soon as we find they are acceptable to consumers.

In addition, we try hard to find new ways to get our iced coffee message to consumers when the temperature

(Continued on page 57)



Joseph B. Martinson, of Jos. Martinson & Co., Inc., points to "animated" iced coffee subway card used in Jomar drive.

BRAZILIAN COFFEE and

The millions of U.S. citizens who will drink iced coffee this year naturally do not all like the same blend or brand. They may even differ as to which is the best way to take an iced coffee break. Yet one thing is certain—more iced coffee will be made using Brazilian coffees than any other. The reason is basic—Brazil continues, year after year, to export more of its coffee to the United States than any other country.

Brazilian coffees are unequalled in variety and quality. They satisfy a wider range of consumer tastes than any other coffee. Experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U.S. taste for coffee has been built on Brazils.



BRAZILIAN COFFEE INSTITUTE

the ICED COFFEE CAMPAIGN



**BRAZIL SUPPORTS THE U. S. INDUSTRY-WIDE
ICED COFFEE CAMPAIGN**

120 WALL STREET, NEW YORK 5, N. Y.

Carnation — and iced coffee

**"It worked for us in 1957. We'll do more in 1958."
Just how much this means to coffee may surprise you.**

By HUGH R. CHAMBERLIN, Advertising Manager
Evaporated Milk Division
Carnation Co.

The 1957 iced coffee promotion was a major success from our viewpoint at Carnation. The grocery trade reaction was favorable, our sales department liked it, and we received many compliments on our advertising, which centered around the Dutch-door spread in the *Saturday Evening Post*.

Just prior to last summer's kick-off date, we decided that this promotion was good enough to augment our iced coffee advertising support beyond this special unit agreed upon with the Pan-American Coffee Bureau. In addition to the joint ad in the *Post*, a completely new ad was developed for our entire list of magazines, headed up by *Life*. This ad picked up the Coffee Bureau idea of using coffee ice cubes for good iced coffee.



The research firms which measure the effectiveness of our ads, by testing readers of the magazines where they run, rated these ads 60% higher than the average.

Television commercials featuring iced coffee were released on our *Burns and Allen* TV show, which reaches one out of four homes across the country each week, and on our national radio program, "Carnation Milk Time." We have evidence that this extra advertising weight in support of a good promotion idea was favorably reflected in the sale of both Carnation milk and coffee.

This advertising was effectively tied to the point of purchase by our entire grocery products sales force, which utilized four-color iced coffee display material with the same illustration used in our joint ad.

Carnation's sales force has one of the most complete coverages of grocery outlets of any organization in the country. This helps account for the fact that Carnation Evaporated Milk maintains between 99% and 100% distribution in grocery stores.

This sales force, therefore, was in a position to make one of our biggest contributions to the success of the iced coffee promotion.

Just how effective the iced coffee promotions have been in the United States was graphically brought home to us when we investigated the possibility of releasing our iced coffee ads in Canada, where none of the Coffee Bureau promotions have been run. Our figures showed that only 2% of the Canadians drink iced coffee. Faced with this extremely thin usage pattern, we decided not to advertise our product for creaming iced coffee in Canada until this pattern more nearly approached the relative importance of the U. S. market.

Here in the United States, the elimination of the summer slump in coffee drinking is of particular importance to us. This stems from the fact that 70% of the coffee consumed in the United States is creamed, and Carnation is used to cream it in millions of homes. Probably no branded product sold today is more closely associated with coffee than Carnation Milk.

As coffee cuppage increases, the number of cups creamed increases—and our potential market grows accordingly. Since Carnation is the largest selling evaporated milk, we stand to gain the largest profit from helping to build coffee cuppage.

To give an idea of the size of the total evaporated milk market today, approximately two and a half billion cans are sold per year in the United States alone. This is the equivalent of slightly over a case of 48 large cans for the average family in the U. S., and means that this average family uses one can every week of the year. An interesting indication of Carnation's volume within this market is the fact that more dollars are spent for Carnation Evaporated Milk than for any other single branded canned food item in the world.

Not all of this milk is used for coffee creaming, of course. A large amount of it is used in cooking and for baby feeding. Surveys show, however, that about one-third of it is used for coffee creaming, and that millions of people prefer it to ordinary cream in coffee. This preference is especially pronounced in iced coffee where evaporated milk provides an unusually pleasing blend of flavors. If you haven't tried iced coffee creamed with Carnation, we think you're in for a very pleasant experience when you do so.

We, at Carnation, are most interested in participating in another iced coffee promotion, similar to the one run last

(Continued on page 49)



We're joining the industry-wide
Iced Coffee campaign

"How I would sell iced coffee"

By ED GRAHAM, President
Goulding-Elliott-Graham Productions, Inc.

I've been asked what sort of commercials Goulding-Elliott Graham would do if we were asked to prepare TV spots for a coffee manufacturer.

My partners—(Bob) Elliott and (Ray) Goulding—and I believe that the same technique which we apply to the Piel Brothers commercials (which we do through Young & Rubicam) and also our Tip-Top Bread commercials (which we do under the guidance of J. Walter Thompson) would be effective for selling a wide range of products. And we think coffee would be very much our dish.

This technique I mention is hardly original. It is simply the creation of a personal salesman. But beware!

Whenever it was that men first attempted to sell or trade things with their neighbors, it must have been discovered that some men were better at it than others.

Most people credit Arthur Godfrey with being the most effective salesman of recent times. Selling the same products as other announcers on television tests have shown—and sales have borne out—the tests this man's personal touch reacts on people more strongly than other salesmen. What a cruel twist of fate for the coffee industry that this freckle-faced redhead's best known success is for selling freckled L-----'s T---.

However, last spring Goulding-Elliott-Graham prepared a character to represent the T--- Council. And Mr. Leo Burnett, of Chicago, was good enough to recommend that they actually run it. The T--- Council turned Goulding-Elliott-Graham's personal salesman down cold. And I like to think that fate was evening things up for you coffee folks.

But why ramble on about Arthur Godfrey as a t--- salesman when I should be talking about Bert Piel or Emily Tipp? The answer is that Bert and Harry Piel and Emily Tipp and any future characters I would create would be home-made Arthur Godfreys. Arthur Godfreys who work 100% of their time for one company and never fire their employees or get in trouble with the Civil Air people.

Any person I created to sell iced coffee—or hot coffee—would be first and foremost a real salesman, as real in my mind as any live salesman I had ever met. I would know in my mind where that person went to school, what training he or she had for television selling, what sort of a house they owned, the car they drove, relatives they lived with, etc.

Then I would take this real person and place him or her into a selling situation which could be shown on television—probably through the talents of our animation studio. Perhaps there would be an invitation to share some

How would you like your coffee commercials to be so popular that people will want to know, beforehand, when they appear?

That is, of course, what happened to the "Bert and Harry" commercials for Piel's Beer. They sparked such interest, the brewer had to take ads in many papers just to list the showings.

The commercials were created by the author of this article, Edward Graham.

To roasters, what's most important about the Bert and Harry commercials is not just their popularity. They also sold beer.

They won a 21% increase for Piel's Beer sales in New York State in 1956—in the face of a general beer consumption decline of 14%.

All of which lends considerable point to Ed Graham remarks on how to sell more coffee, iced or hot.

Mr. Graham created Bert and Harry Piel while at Young & Rubicam in December, 1954. In May, 1956, he left Y&R to form a corporation with Bob Elliott and Ray Goulding ("Bob and Ray") to create and produce commercials and show material.

Goulding-Elliott-Graham's most recent success has been the new Tip-Top Bread commercials (Emily Tipp).

iced coffee with this fictitious person in his back yard, or on a picnic at the beach with his family. He might hold a conversation with a waiter in a restaurant, or with a truck driver in a dog wagon.

These situations are not in themselves unusual. But if you've ever seen one of our commercials you'll probably agree that any unusual quality in them comes from the character's personal reactions to perfectly ordinary things which all of us have experienced.

I don't believe I've seen any commercials in my neck of the woods that sell coffee in a personal way. Jean Martin sings about Chock Full O' Nuts. But I don't really know Jean Martin. And it's the salesman who can communicate with me personally who has the greatest effect on what purchases I make.

Incidentally, I believe you coffee folks are missing a good bet in not using personal salesmanship. Most people seem to feel that there isn't much difference in the flavor of the major, similarly priced coffee brands. And when there's little to choose from between you and your com-

(Continued on page 49)

the new trend in iced coffee promotion

BY DON CADY, Vice President in Charge of Advertising and Merchandising
The Nestlé Company, Inc.

Iced coffee is, today, an established summertime beverage. Advertising has lifted it from its status as an occasional treat to a regularly enjoyed cooler to be enjoyed with, after and between meals. In offices and plants across the country, about the same time that the steam heat is turned off and the air cooling equipment is turned on, coffee breaks change over from steaming cups to tall, frosty glasses of coffee clinking with ice cubes.

This new trend, keeping coffee consumption on the up-beat all year round, stems from both intensive promotion of coffee as an iced beverage and the fact that coffee is as delicious and refreshing as a cooler as it is hearty and stimulating as a hot drink. The ease and convenience of instant coffee preparation is especially advantageous when the beverage is served iced.

Our iced coffee advertising in 1958 will graduate from the introductory idea to the seasonal reminder theme. It is no longer necessary to "sell" people the idea of trying coffee as an iced drink. In past summers, we have keyed our advertising to the "try iced Nescafé" theme. The result has been highly successful, keeping sales on a high level at a time when, ordinarily, they would taper off.

Nescafé has been easy to sell as an iced beverage because it makes a superlative iced coffee. Its rich, hearty taste comes through vigorously when served in this manner. It is instantly soluble in the coldest water and prepared as quickly as anyone can draw water from a tap.

In serving iced Nescafé, the consumer has no dilution from fast melting ice cubes, as he does when making it from hot coffee, nor does he get the stale taste which comes from waiting for coffee to cool off in a refrigerator. Nescafé, like other top quality instants, is made fresh at the plant and retains its freshness to the last spoonful in each jar. This characteristic is an extra plus in making iced coffee, one that the consumer has come to appreciate and enjoy.

That iced coffee is now an accepted concept does not mean that advertising and merchandising can slacken off any more than the fact that hot coffee is the national beverage means that coffee advertising itself can be relaxed. It simply means that advertising must change with the season, just as it does in so many other products—from automobiles to cigarettes—which use appropriate copy and art for summer, autumn, winter and spring.



Our campaign last summer was carried nationally in *This Week* and the *American Weekly*, as well as in local Sunday supplements of big city newspapers. On television, the Gale Storm Show, "Oh! Susanna," as well as the Blondie Show, carried the iced Nescafé message.

To close the sale to consumers who had seen and heard our broad scale advertising, we concentrated on point-of-sale merchandising in the stores using shelf cards with tear-off recipe pads, dealer ad mats and Pan-American Coffee Bureau window cards consisting of a tall mouth-watering glass of iced 'coffee break.'

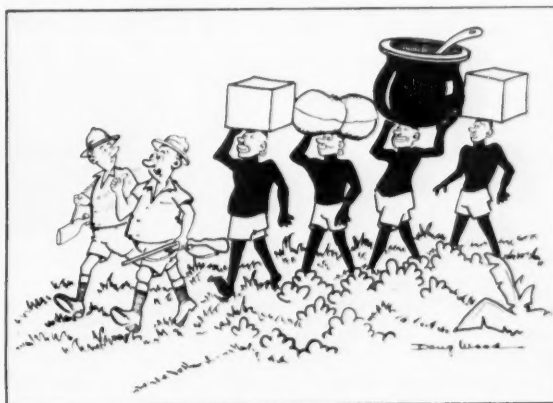
We also had a notably successful premium offer consisting of iced coffee spoons which not only stepped up Nescafé sales but suggested the iced coffee thought.

One of the most successful point-of-display pieces was introduced by E. C. O'Leary, Nestlé region manager in Dallas, Texas. It consisted of a real garden chair atop a floor bin filled with jars of Nescafé. More jars were placed next to the cut-out figure of a man seated in the chair who looked cool and comfortable as he relaxed with a glass of iced coffee. The jars were piled in the bin indiscriminately, thus inviting customers to take one and put it in their shopping carts. And the display had additional value as a goodwill item, since the store manager or proprietor was given the garden chair following the display period.

Promotion of this kind has gone far toward making iced coffee a permanent part of the coffee industry. The time is almost at hand now when people turn automatically from hot to frosty coffee when the thermometer climbs, as readily as they shed their overcoats.

Trade Roast

By DOUGLAS WOOD



"Are you SURE they make coffee in that thing?"



LOOK TO
MAXWELL HOUSE
for active support
of the industry's
1958 ICED COFFEE CAMPAIGN

Products of General Foods

These fine brands—Maxwell House, Instant Maxwell House, Sanka, Instant Sanka, Yuban & Bliss Coffees

FROM MAXWELL HOUSE DIVISION OF GENERAL FOODS CORPORATION

good iced coffee boosts hotel's volume; '57 summer average: 1,500 glasses a day

Promoting iced coffee is a year-round job for the New Yorker Hotel, which has three restaurants on its premises. Its peak iced coffee sales are during April through October. But during the other five months of the year, the hotel—which ranks among the three largest in the world—is likely to receive calls for iced coffee from any of its out-of-town visitors—even in the middle of a cold, snowy January.

Capitalizing on the popularity of good iced coffee, has served to increase the overall sales of its three restaurants—the Golden Thread Cafe, The Lamp Post Corner, and the Coffee House.

To meet this growing demand, the food and beverage department, which oversees all food served in the hotel, devised a method of preparing iced coffee which overcame the customer's complaints in the past of weak coffee due to dilution from the ice.

That this has proved successful is measured by the fact that last year sales amounted to an average of over 1,500 glasses of iced coffee a day during the summer months.

The method now used is simple and is handled in the main kitchen of the hotel. First, 40 gallons of coffee, using a ratio of two and one-half gallons of water to a pound of coffee, are brewed. The coffee is then frozen into a 300-pound block of ice. From this, approximately 2,185 coffee ice cubes are cut. Serving is simple. Several coffee ice cubes are put in a ten-ounce glass and the hotel's regular strength coffee, made at a ratio of one pound for each two gallons of water, is poured over them. Whipped cream or heavy cream is available to the customers in all of the restaurants and to those ordering through room service. Varieties of ice cream, served in iced coffee floats, are also available at the soda fountain in the Coffee House.

This past summer, food manager Jay J. White learned that a radio announcer from a nearby network station had lamented to his large listening audience the fact that he couldn't find a good glass of iced coffee in the whole of New York City!

A man of action, Mr. White promptly arranged to have a glass of the New Yorker's regular iced coffee delivered in time for the broadcaster's next program. And to prove that the coffee remained good all summer long, he saw to it that a special iced coffee set-up was delivered just before each broadcast for the next six weeks.

While many restaurants might not be willing to put their coffee to such an arduous test, Mr. White felt confident that the New Yorker iced coffee would pass the test. It did. The broadcaster managed to drag out his description of preparing the iced coffee commenting on the iced coffee cubes, the strength of the coffee, etc., for five minutes before he pronounced it the "best in town."



Regular iced coffee, topped with whipped cream, is served to one of the New Yorker Hotel's many out-of-town visitors at the soda fountain of one of its three restaurants, The Coffee House. A special feature of the soda fountain in the summer is iced coffee served with different ice cream flavors.

This summer, the New Yorker will again place special emphasis on its iced coffee through menu clip-ons, back-bar streamers and posters, and through special promotions. In the Golden Thread Cafe, which caters to business men, a service table will display the glistening coffee ice cubes and the inviting tall, frosted glasses. In the Lamp Post Corner, iced coffee will be offered as part of the special, quick lunch orders and in the Coffee House, the soda fountain will feature tall, cooling iced coffee floats, iced coffee "tropicale," and delicious iced coffee topped with whipped cream.

Food Manager White feels that coffee, hot or iced, reflects the quality of the food served in the hotel. To the thousands of the New Yorker's yearly guests, good coffee is the welcome "eye-opener" at breakfast, the relaxing drink between meals and after lunch, and the final touch to a perfect dinner. To the restaurant managers, good coffee means a successful restaurant that meets the public's demand for good coffee. Too, coffee serves as a reliable barometer by which he can measure the day's receipts. A restaurant manager needs only to take a quick check of the amount of coffee served at a given meal, to know whether his business that day was good or bad.

This is certainly true at the New Yorker, White pointed out, which uses approximately 5,000 lbs. of coffee a month. Every year, a larger portion of this coffee is used in preparing and serving good iced coffee.

The New Yorker looks forward to this summer as being the biggest in iced coffee sales that it has ever had.



This is the year to
tie-in your promotion
with the industry-wide
Iced Coffee campaign—

BUNGE COFFEE INC.

NEW YORK—94 FRONT ST.
SAN FRANCISCO—465 CALIFORNIA ST.
LOS ANGELES—1855 INDUSTRIAL ST.

BUNGE CANADIAN TRADING CO., LTD.
1510 Drummond St., Montreal • 321 Bloor St., Toronto
1624 Marine Building, Vancouver

JUST ONE SIP WILL CONVINCE YOU

there is no finer instant than East Coast Private Label!

Here's an instant made of Real Coffee and nothing else! Only full-roasted sweet drinking coffees are used, in a full-flavored and aromatic blend. East Coast Instant is rich, heavy bodied, fragrant. Our special clarification process removes all fats and oils. This gives extra long flavor life to this remarkable product.

East Coast Instant is the result of 60 years NATHOR experience. You know the famous NATHOR name; you can rely on it!

No matter what private label brand you may now be using, it will pay you to test East Coast in comparison with it. Even coffees selling at a much higher price. For it's an open secret in New York's coffee district that East Coast has developed one of the finest instants to reach the market yet.

Everyone we know that's tried it, wanted to buy it! Send for your sample today and see what is causing such a flurry of excitement in the New York market.

East Coast Coffee Corp.

601 West 26th St.

New York 1, N. Y.

Tel: BOWling Green 9-0148-0149

Cable Address: NATHORCOF, N.Y.

iced coffee media: newspapers

the market's here — promote it

By DONALD L. STEVENS, Account Supervisor, Grocery Products,
Bureau of Advertising,
American Newspaper Publishers Association

Furriers are selling furs in the summer; coal companies are selling coal; oil companies are selling heating oil.

It's an established, documented fact that all of these industries, in a season when people want to keep cool, have greatly increased the sale of products designed to keep them warm. Other industries have also boosted the sales of hot products in the summer, and cold products (for example, soft drinks and ice cream) in the winter.

They've achieved this success—remarkable success, in some instances—against a natural consumer resistance to out-of-season products. And they've done it for obvious reasons: to flatten some of the valleys in the 12-month sales curve; to keep their sales staffs busy; to avoid the economic waste of idle plants and equipment.

The coffee roaster faces the same problems and seeks a similar solution. And while its summer sales have shown progress, the coffee industry seems to be agreed that there can be and should be considerably more expansion in this direction.

It seems rather curious that the coffee industry has made less off-season hay than some of the other industries mentioned, because the coffee roaster has—in iced coffee—the ideal example of an off-season product converted to active in-season demand. In other words, it is a product that does not require off-season inducements—such as lower prices, as do coal, oil and furs—because it is an immediately useful multi-season product.

What it *does* need is *promotion*—powerful, consistent, well-planned and well-financed promotion.

Moreover, in addition to its seasonableness, the product presents some excellent basic appeals to be used promotionally: simple to prepare; low cost compared with other summer beverages; low (or no) calories; related-item appeals and recipes, such as salads, sandwiches, etc.

Thus, we have—in addition to a built-up, ready-made, fair-sized demand for the product—a variety of basic in-

fluential appeals that are natural attributes of the beverage.

But there is an over-riding reason why iced coffee needs a lot more promotion than it has had. That is—competition.

For in the summer—even more so than in the winter—the coffee roaster is competing not only with other roasters; he is competing with many other beverages which are at their peak in seasonal demand.

This is a fact that demands thorough study—study of all the aspects of promotional strategy. In promoting the summer sale of coffee, it will not do to continue to stress the "my coffee is best" theme. To be sure, brand promotion should retain an important place in promotional strategy, but heavy emphasis should be placed also on the virtues of iced coffee, for only in this way can the competition of other beverages be fought, and only in this way can the roaster capitalize on the seasonal increase in demand for cold beverages.

Nor can the roaster afford to overlook marketing strategy in planning iced coffee promotion. He must now evaluate his markets not only in terms of their potential for coffee, but also in terms of their potential for iced coffee. The two factors are far from synonymous.

The roaster whose operations cover a "national" or a wide regional area may find as much variation among markets in the case of iced coffee as he does for hot coffee. But they will by no means parallel each other. A good market for coffee generally may range anywhere from very good to very poor for iced coffee. It is the job of the roaster to determine these facts and to deploy his promotional forces so as to take the greatest possible advantage of his market potentials, wherever he may find them.

Many newspapers in various parts of the country can supply helpful research facts for the roaster's guidance. And the Bureau of Advertising, in its five offices, maintains a vast reservoir of market, product and consumer data for the information of advertisers.

Once the coffee roaster has developed his copy and market strategy, his media choice becomes clear. He must, first of all, decide the local, market-by-market advertising pattern he needs for his product and his brand. By and large, he will want to break down his ad budget



in very close relationship to market potentials, with the best markets getting the heaviest pressure.

There will be situations, of course, in which a relatively poor market shows evidence of much greater potential. And here he might want to exert somewhat more pressure proportionately. But, on the whole, the most profitable strategy is the one in which promotion parallels proven potential, market by market.

For a number of reasons, newspapers present themselves as the ideal medium for the promotion of iced coffee. For one thing, newspapers give maximum coverage, winter and summer. There is virtually no seasonal variation in newspaper circulation.

Because of their complete localness, newspapers give the advertiser the opportunity actually to pinpoint his advertising—in terms of both geography and time. In other words, he can place his advertising in whatever markets he chooses, whenever he chooses, to meet any situation—whether it's a new opportunity on which he wants to capitalize, or the problem of meeting an unexpected strategic maneuver by the competition.

In any given market, the newspaper reaches more people than any other medium.

People like advertising in the newspaper. This is particularly true of food advertising, for the housewife uses the newspaper—both its editorial and its advertising columns—as a guide to shopping and household management.

Newspapers provide complete copy flexibility. They lend themselves to an infinite variety of copy and art themes, and a wide range of ad sizes are available to meet any advertiser's budget or advertising strategy.

One of the medium's most important inherent qualities today is the fact that it is adaptable to anyone's time schedule. The news—and, of course, the ads—can be read at any time that is convenient to the housewife. She loses none of the newspaper's content through interruption or the press of other activities inside or outside the house.

In other words, a newspaper delivers its entire circulation to all of its advertisers. And all the advertisers have the opportunity to reach all the readers. How well they reach them depends to a large extent on how well they have employed their space.

And the newspaper, because of its thoroughly local nature, is the supreme medium for merchandising. It has a close relationship with the local grocers, and not the least reason for this is the fact that the grocer himself is usually an avid newspaper reader. He reads it for general information, as does the rest of the citizenry. But he also reads it to check the ads—his own, his competitors' and his suppliers' ads. In effect newspapers become an "in-market" trade campaign.

Iced coffee already has a solid foundation of good summertime demand. With adequate, well-planned advertising—by individual companies as well as by the industry as a whole—it should be able to do far better than other "off-season" products are now doing.

Anderson heads coffee sales for Crescent

Everett W. Anderson has been named sales manager of the coffee division of the Crescent Manufacturing Co., Seattle, president D. K. Weaver has announced.

Crescent's expanded coffee division includes the recently acquired Gold Shield facilities.

J. N. SOARES CO.

110 FRONT ST. NEW YORK 5, N. Y.

Telephone:

WHitehall 4-8152

Cable Address:

"JOSOARES" New York

Agent for Angolan Shippers

MEMBER: GREEN COFFEE ASSOCIATION OF NEW YORK CITY, INC.
NATIONAL COFFEE ASSOCIATION

iced coffee media: radio

what summer slump?

By JOHN F. HARDESTY, Vice President - General Manager
The Radio Advertising Bureau, Inc.

The old order changeth. Time was when the "good old summer time" was far from being the good old selling time. Sales potential wasn't there, and advertisers spent little money in advertising compared to the other three quarters of the year.

Not so today.

Many surveys and business indices, including those of the U. S. Department of Commerce, point out that summer business today is on the up-beat. More leisure activities, new ways of living, cooler summer clothes and increasing amounts of vacation travel and outdoor living all are helping the summer quarter garner as much business as the other seasons. For example, June, July and August are now among the biggest months of the year for many businesses, including grocery and drug store retailing.

The three summer months no longer rank 10th, 11th and 12th among all months in retail business. In 1955 they ranked 5th, 6th and 8th. A year later they had moved up to 2nd, 4th and 9th, and all indications are that the summer of 1957 was even better.

A comparison of seasonal sales by categories shows that, nationally, 27.3% of all eating and drinking sales are made in the summer—whereas 24.6% and 22.6% are the fall and winter figures, respectively. More than a quarter of all food and grocery sales (25.6%) are rung up in the summer months as compared to the 25.7% and 23.7% accounted for by fall and winter business.

Briefly, summer business can be big—if the amount of advertising and promotion done is comparable to the summer sales potential.

Nearly all businesses have summer best-sellers. Iced coffee is logically that of the coffee industry.

The problem of selling iced coffee during June, July and August is considerably simplified by the important fact that the advertiser doesn't have to endure the labor pains attendant to the introduction of a new product. Instead, the problem is basically that of educating the consumers to a less-traditional method of serving a long-established beverage which enjoys acceptance from far more than three of every four Americans, of changing long-standing use

habits by making the public aware of the summertime pleasure inherent in iced coffee.

By any standard it seems fair to say that the market for coffee per se is already in existence. According to the Pan-American Coffee Bureau, 76% of all Americans drink at least one cup of coffee per average winter day, with the consumption pretty evenly divided between men and women. By age group, the largest consumers are those in the 30-to-49-year-old bracket with an average of 2.97 cups daily. The least prolific users are those in the 15-to-19-year division, accounting for slightly less than one cup daily.

By geographical area, coffee appears to be the nation's universal beverage. The national average, by region, is 2.29 cups consumed daily. The heaviest use—2.78 cups per day—occurs in the West North Central area, while New England, with a daily average of 1.88 cups, represents the smallest area of consumption.

In the matter of the identity of coffee buyers, and who makes brand decisions, according to McCall Studies the wife does the purchasing in 77.2% of the cases, followed by the husband almost 16% of the time. In six out of ten instances, the brand decision is made by the wife, with the husband deciding on the label almost 30% of the time.

More than half of all coffee sales (56.7%) are made in metropolitan areas—29.3% to center city families and 27.4% to suburban dwellers. Nearly one third of all sales are made to urban families in non-metropolitan areas, and 26.8% are made to rural families. A. C. Nielson Co. reports indicate that the period, October through January, accounts for 36.7% of all retail sales; and that the slowest period is June-July with less than 15%.

These industry statistics indicate that, while the entire country is the market for iced coffee, the majority of the customers are located in metropolitan and suburban areas; that virtually all customers are adult; that men, as well as women, make brand decisions and purchase the product; and that sales are slowest, by far, in June and July.

Now, how about an advertising medium that will popularize and sell iced coffee effectively? Radio is well equipped to do the job, for many of its characteristics can be related directly to the product's marketing problems.

There are a number of reasons why radio should be used as the primary medium for selling iced coffee. Its special assets are these:

1. Ability to reach the largest audience.
2. Provides waste-free adult circulation.
3. Follows people wherever they go.



4. Delivers memorable sales messages.
5. Gets the all-important "last word" before the shopper goes to market.
6. Offers effective repetition at low cost.
7. Provides sponsor identification with a prestige program or with popular local air personalities.

Relative to the size of the audience, current estimates show that 96.7% of all families in the nation have at least one radio receiver in working order. Mid-1957 figures compiled from all industry sources indicate that 135,000,000 sets are in present use. Of the 90,000,000 home receivers, approximately 25,000,000 each are located in kitchens and bedrooms, with millions more scattered through almost every other room in the household. Another 35,000,000 sets are in automobiles, with the remaining 10,000,000 located in public places.

Adult mainly

Although teen-agers (the next generation of coffee consumers and food shoppers) have a high degree of radio listenership, the medium does not have the juvenile appeal of some of the other entertainment-advertising media. Audience studies indicate that radio's listenership is 90%—95% adult. This means that the seller of iced coffee pays for a minimum of meaningless circulation, and that his sales message is principally reaching those who use the product and who have the power of decision.

With the advent and fast-growing popularity of portable sets, radio has, particularly in the past decade, become as personal as eating habits. Today people listen when they like, and to what they like, inside and outside the home.

Following the audience wherever it goes, radio can bring the advertiser's message to the listener at a time when she or he is receptive to it. For example, food products can be advertised via radio at times when the homemaker is doing the household chores, eating or preparing food, or compiling grocery shopping lists. The medium can conjure visions of a tall refreshing glass of iced coffee to the wage-earner driving home from the office on a hot summer day. The appeal of the product can be transmitted effectively to a group on a cook-out, or at the beach.

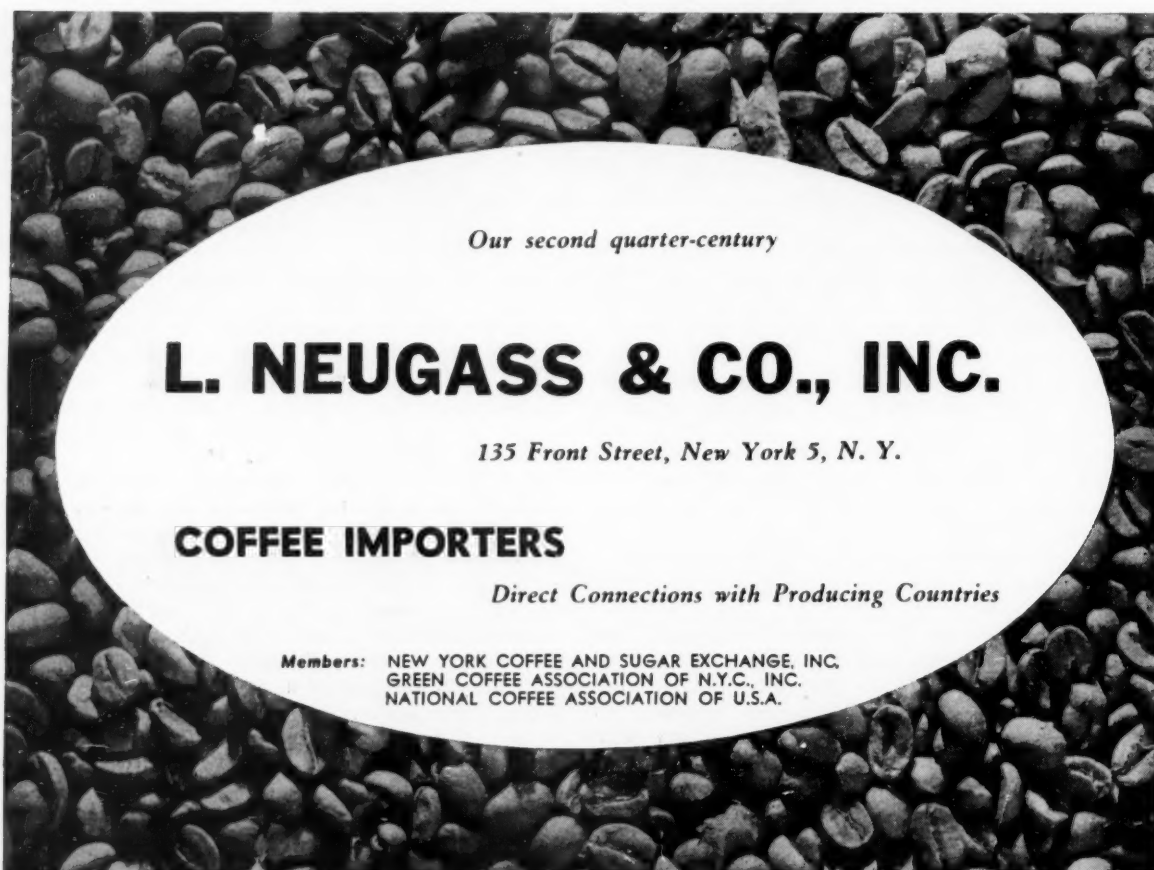
Audience measurement research done by The Pulse, Inc., show that on any day of the week in metropolitan areas, where the saturation of all advertising media is the highest, eight of every ten housewives average more than two and a quarter hours with radio. Nearly three of every four married working women are included in the audience several times daily, averaging nearly two hours with the medium weekdays and even more time on weekends. Approximately 95% of all single working women listen every week, and some four out of ten are tuned in daily for more than two hours.

Men also spend time regularly with radio. Better than 90% of them listen daily either in their homes, cars or during the course of other outside activities.

These are the people who use and buy coffee, and who can be persuaded to drink iced coffee. Radio reaches all of them with frequent regularity.

The memorability of radio sales messages is reflected in a continuing series of awareness tests made for the Radio

(Continued on page 48)



Our second quarter-century

L. NEUGASS & CO., INC.

135 Front Street, New York 5, N. Y.

COFFEE IMPORTERS

Direct Connections with Producing Countries

Members: NEW YORK COFFEE AND SUGAR EXCHANGE, INC.
GREEN COFFEE ASSOCIATION OF N.Y.C., INC.
NATIONAL COFFEE ASSOCIATION OF U.S.A.

★ Iced Coffee — 1958: A Coffee & Tea Industries "Fact Reference" Section

iced coffee media: magazines

hot medium for iced coffee

By DUNCAN MILLER, Director of Promotion
Magazine Advertising Bureau

Summertime can mean iced coffee time—if the promotion for it is as hot and heavy as the weather. There's no need for a summer slump (and a loss of \$100,000,000 coffee dollars) when, as COFFEE & TEA INDUSTRIES magazine found even in their 1957 coffee survey, with more selling and promotion, more coffee can be sold at this time. While a soaring thermometer used to mean to the coffee industry a corresponding dip in coffee sales, it need not any longer!

In 1955, according to the survey, before the industry's campaign on iced coffee, four out of ten companies did some promotion; in the summer of 1956, with the industry's drive underway, nearly six out of ten companies did iced coffee promotion; and in 1957, the proportion was about eight out of ten. Why this increase? Because coffee companies began to realize that *even partial promotion moves coffee, brings sales.*

And an even greater potential exists for iced coffee sales. All that is needed are good ideas and the promotion of them—and that's where magazines come in! For magazines are *the* medium to get the idea of iced coffee across to consumers—*magazines are the idea medium!*

Ideas on every phase of home life—from health and child care to home decorations, to do-it-yourself, to eating and drinking innovations—have been fanned into popular acceptance by the *national magazine*, one of the most important influences in American life!

Magazines were editorially introducing washing machines, electric irons and vacuum cleaners to the public even before some of the largest appliance makers had begun to advertise them in a big way. Vitamins and calories have become household words, largely because magazines told the public about them. First creating wants and stirring ambitions editorially, and then carrying the advertising of the products involved, magazines have spread the story of industry after industry across the nation in continuing waves. Both in their editorial and advertising pages they have been one of the greatest habit-formers this country has ever had. Both types of pages are the ideal showplace of sales ideas. Both are the local shopwindow before which the consumer can leisurely look and evaluate, making up her mind to buy.

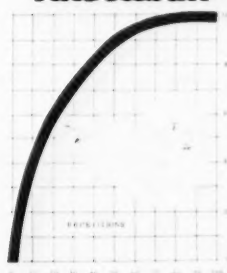
As has occurred in so many cases, iced coffee, too, can become a household word, a national necessity—through the pages of America's magazines!

Magazines reach to every corner of the nation, giving you an iced coffee market as big as you could possibly want.

PEOPLE CAN'T REMEMBER ...



UNLESS THEY'RE TOLD AGAIN AND AGAIN



Why, the combined circulation of all ABC magazines during 1957 reached over 180,000,000 copies average per issue. This figure, topping that of the total population, means there was one copy of a magazine sold, each issue, for every man, woman, and child in the country. Magazine circulations have grown from 18,000,000 in 1914 to 79,000,000 in 1930 to 147,000,000 in 1950 to the current high peak—with no end in sight.

Thus, magazines have not only survived two wars and a major depression, but they have increased their strength and acceptance by the American people. In spite of the threats supposed to lessen magazine buying and reading—the automobile, movies, the "television era"—circulation figures proved that innovations have not harmed magazines but actually have served to stimulate magazine reading.

And who are the people that read magazines? These potential iced coffee drinkers who read magazines are concentrated in the middle and upper income groups in every community, are the better-educated, considerably younger people, with larger families than non-magazine readers. They are America's young homemakers—either young in age or young in feeling—but always young in *ideas*.

Magazines are a wonderful place to get ideas across, because they are read in the home, where ideas start. According to the Pan-American Coffee Bureau, *75% of the coffee consumed in the U. S. is consumed in homes.* Thus, the place to start your iced coffee promotion is in America's magazines. Magazines provide a natural setting for it.

In magazines, iced coffee ideas can be shown with all the appetite appeal that skilled artists and photographers

can devise. In black and white, or with the added impact of true color that only magazines can provide, the reader is given an indelible and lasting impression of how tall, frosty glasses of iced coffee will look on the table—and how the particular coffee brand appears on the grocer's shelf. Printed recipes on new and exciting ways to use iced coffee, together with menus of other cool summer meals the reader is used to serving, can convince the consumer that iced coffee is as much a part of the summer scene as cold cuts, ice cream, etc.

Mood for buying

What's more, magazines come into the home as trusted friends. Readers have favorite magazines which they read issue after issue because they believe what is printed between the covers—a belief well-founded, because magazine publishers spend scores of millions of dollars to provide the utmost in information and entertainment for their faithful audiences. Iced coffee advertising can't help but be successful in this environment which creates the mood for buying.

Since magazines are edited with deliberation, they are read with the same deliberation and thoughtfulness. That leisurely reading gives you the advertiser, time—time for your message to sink in, time to sell—at the reader's convenience. And magazines offer a permanent message as they are read, saved and passed along to family members, friends and neighbors. The reader clips the iced coffee recipe, remembers particular brand virtues, and gets further ideas on how to use the product. Remember, a favorite magazine lends prestige and authority to everything that's advertised in its pages.

To get down to specifics, magazines are the one medium that offers you a broad coverage of a selective audience—the audience you want to reach. Magazines are the only visual medium which blankets the entire national market. Despite the rapid expansion of television, the medium still leaves many important sales areas without adequate advertising support. Sunday newspaper supplements are still more heavily concentrated in their circulation pattern—and that pattern overlaps the concentration of television homes. But magazines are read everywhere—everywhere there are people with buying power.

There are magazines geared for the housewife's interest, others for family reading. And don't forget the special interest magazines aimed at businessmen in all fields (who eat out a lot), farmers, etc. But whether specific or general in classification, the editorial pages of America's magazines offer the ideal setting for iced coffee copy. In fact, a current estimate of the value of editorial space promoting food, in one form or another, is \$30,000,000 annually in the leading magazines. Furthermore, magazine advertisements can be tied in most effectively with merchandising campaigns, to consolidate brand recognition at point-of-sale displays.

No need for slump

And the price is right! A four-color page in the average magazine costs about half a cent per copy. When multiple readers are taken into account—more than reader in the home of the original buyer, plus pass-along circulation—the cost per prospect for your advertising message is reduced still further.

There no longer need be a seasonal slump in coffee.

(Continued on page 74)

C. A. MACKEY & CO.

Incorporated

IMPORTERS - COFFEE

ESTABLISHED 1914

91 FRONT ST. NEW YORK

iced coffee media: point-of-purchase

the retailer has to like it

By WILLIAM W. MEE, Executive Director
The Point-of-Purchase Advertising Institute, Inc.

Coffee manufacturers are among the leading users of point-of-purchase materials, and as the industry prepares for its annual iced coffee promotion, increased emphasis should be placed on productive use of point-of-purchase materials if the promotion is to achieve its maximum potential.

No matter how you sell or merchandise your iced coffee, your point-of-sale is in the retailer's store. The retailer is interested not only in the movement of merchandise, but in movement that promises a substantial profit for the given amount of floor space involved. When he accepts and puts up a display, it's because he expects to increase *HIS* volume, *HIS* turnover and *HIS* profit. And no matter how beautiful an advertiser considers a particular display piece, it stays up only as long as the retailer likes it.

I don't believe it is necessary for me to tell you that we are in a period of changing marketing activity—some refer to it as the marketing revolution—which has produced profound changes in the marketing philosophy of today's retailer. There are many contributing reasons. One of the most important is the change throughout industry from concentration on increasing productivity to greater emphasis on distributing the goods we are able to produce.

During wartime, our ability to produce as a nation takes on extreme importance. At a result of World War II and the Korean War, we made technological advances which under ordinary circumstances would have been a long time coming.

During these periods of emergency, the need to market what we produced was no particular problem. However, our marketing know-how failed to develop at the same rate as our technical know-how. A Columbia University Professor estimated that during the period of 1940 through the Korean War, our productivity as a nation increased some 66%, while our ability to distribute these goods and services only increased some 22%. Keeping

in mind that ours is a consumption economy, the wide gap that developed between our ability to produce on one hand and our ability to market on the other was certain to guarantee the many changes which have occurred in the marketplace.

Since the Korean War, we have seen our marketing people trying desperately to close this 42% gap. The picture has been aggravated by the trend to automation and cybernetics, as well as the demand for a guaranteed annual wage on the part of unions and employees. Now we see management, faced with established overhead charges, demanding that their marketing executives devise ways to keep the movement of goods flowing from the factory into the consumer's hands on a more sustained basis. We see these changes taking place every day and realize we must progress to keep up with the crowd or be left by the wayside.

The retailer has been caught up in some other important marketing shifts. He has been well aware of the movement to the suburbs, the increase in per capita income, the trend to self-selection and self-service, and the increase in leisure time. These factors all mean a consumer who not only has more money to spend, but has more time in which to spend it.

All these shifts are naturals for point-of-purchase advertising. Today, in an atmosphere of distribution lag, hard sell and fierce competition, point-of-purchase advertising is being practiced more efficiently than ever before.

As a result, the retailer is continually besieged for more display space, from more advertisers and for more products. Space is at a premium. Items stocked in the store must pay their way. To keep competitive, the astute retailer has learned that business success may lie not only in the goods he offers his customers, but in the proper management of his available floor space. Recent studies have proven to him that on the basis of profit per square foot of floor space, certain items return a much larger percentage profit than others. Obviously, turnover is one key to a successful operation, and not necessarily individual profit per item. In addition, there are certain high traffic areas in the store area where merchandise is going to receive more attention. Again, it is obvious that

(Continued on page 47)



key to more iced coffee sales

By EDWARD PACHUTA, Account Executive
Outdoor Advertising Inc.

The American people are the world's greatest coffee drinkers. They like the smell of coffee, they like the taste, and because of their proclivity for iced drinks, they are doubtless the world's greatest iced coffee drinkers. Thanks to effective advertising by roasters and the skillful promotional campaigns of such organizations as the Pan-American Coffee Bureau, more Americans are drinking more iced coffee each year.

The catch is, as every coffee roaster knows, no one is holding a pistol to the heads of Mr. and Mrs. consumer compelling them to buy *his* brand of coffee. Vigorous competition and the economies of store shelf space have brought forth a new set of ground rules, very much like the Darwinian law of survival of the fittest.

This problem places a key responsibility on advertising, and while all media can make valuable contributions to the solution, the purpose here is to show how the standardized outdoor advertising medium can be employed to meet the individual roaster's problem of creating, maintaining and expanding his share of the market.

As is well known, there are many forms of advertising in the outdoor area. But the outdoor medium we are talking about here is the one that is standardized as to size, display periods, market coverage and circulation measurement. Briefly, it comprises two main forms:

1. *The poster*, always 12' x 25', on which the lithographed advertisement is assembled from a number of sheets (usually ten) on the steel surface of the panel. Poster coverage is available in 15,000 markets throughout the country. The poster advertisement remains on display for 30 days. In each market there is an established number of poster panels to give the intensity of coverage the advertiser desires. These "showings" are arranged in grades of increasing intensity form, for example, the No. 50 on up to the No. 200 saturation showing. The number of poster panels in each showing intensity varies from market to market because of differences in population and geography. The location of each panel is determined by scientific circulation studies, so that all the posters in each showing yield the maximum

coverage of the market population. (Poster circulation by market is audited and published by the Traffic Audit Bureau, the medium's impartial authority for circulation values.) Illuminated posters reach heavy nighttime traffic. Mass coverage with tremendous repetition are special values of the poster.

2. *The painted display*, about one third larger than the poster on the average, is the "custom made" form of the medium. Here the advertisement is hand-painted directly onto the steel surface of the panel. Painted display contracts are usually for three years and the copy is changed every four months. Painted displays are located at points carefully selected to dominate heavy circulation. Brilliant, realistic colors, dramatic, three-dimensional effects, action devices, and ingenious lighting effects make these displays outstanding features of the urban scene. For the advertiser, the painted display means not only heavy circulation, but dominance and prestige for his products.

An important development in painted display coverage is the rotary plan, under which during a 12-month period a single advertisement "rotates" at regular intervals from location to location, until at the end of the year the advertisement will have covered all the strategic locations in a market. Thus the advertiser gets full market coverage at a saving of advertising dollars, and the impression on the public is that the advertisement has been many places at once. This plan permits many variations.

These two forms, then, make up the standardized outdoor advertising medium. Last year the standardized medium was used by more food advertisers than in any year of its history.

The coffee roaster, whether he's advertising hot coffee or iced, has a special handicap in building and expanding loyalty for his brand. He must contend with what might be called coffee's general anonymity. All coffee looks pretty much alike and smells pretty much alike. And most roasters today have succeeded in producing blends that are rich, flavorful and satisfying. This makes brand and package identification all the more important.

The urgent need for brand and package identification is reinforced by the increase in impulse buying, a result of the growth of self-service merchandising. Let us see how outdoor advertising goes about this job.

Step No. 1 is to get your advertisement seen, read, understood and remembered. That's not easy when you have to compete with the speed and complexity of modern living.



It's perhaps a mark of our highly successful economy (but a sobering fact for advertisers) that at no time in history are so many trying to say so much to so many. Just consider the tug of war that goes on inside the home, where four advertising media—television, radio, newspapers, magazines—must vie for the consumer's attention.

When the consumer goes outside, as he must everyday, outdoor advertising is the sole host. The outdoor poster and painted display thus have the advantage of being able to address the consumer in an area apart from the competitive indoors.

Taste appeal

To this advantage outdoor advertising adds *guaranteed visibility*. The poster, with its 300 square feet, is easy to see, easy to read. With simplicity and directness, it employs the universal language of brilliant color and picture, with a minimum of word copy. No other medium can equal its thirst-arousing picture of a frosty glass of iced coffee. No other medium can reach the overheated, thirsty motorist or pedestrian with this tantalizing suggestion. Most important of all, it can picture the package and trademark in huge size and in actual color—just as it looks on the store shelf—an important factor in today's impulse-buying habits.

Printing the image of the package on the consumer's mind is but one of the functions of the outdoor advertisement. With the skillful and always economical use of color, picture and word copy, the poster or painted display can be made to tell an extensive message, with a power of suggestion that reverberates in the viewer's memory. Recent Starch impression studies reveal that people are highly responsive to the poster's symbolism of color, picture and word. Appe-

tite and taste appeals are enhanced by the medium's unlimited color range. In addition to these appeals, coffee advertisers have created copy which powerfully associates their products with a great variety of appeals, such as sociability, quality and prestige.

Delivery power

The outdoor medium makes telling use of this delivery power. We have seen that posters are scientifically located throughout a market so as to yield exposure to the entire circulation. The success of the standardized outdoor medium in delivering complete market coverage is underscored by the findings of the Starch Continuing Studies of Outdoor Advertising, which has established that eight out of ten people ten years of age and older in urban markets read and remember outdoor posters. This truly universal audience includes men and women of all ages, occupations and social strata.

It is, moreover, an audience that embraces every iced coffee drinker—present and prospective. It should especially be noted that poster readership is strongest in the younger group of consumers—those between the ages of ten and 35. This group embraces those in the family formation stage, when brand loyalties are being established, as well as those younger people who in a few years will become coffee consumers.

Because outdoor's coverage is universal, it automatically includes a group of people otherwise hard to reach: dealers, salesmen, store managers and delivery men. They, like everyone else, see your posters and painted displays as they pursue their daily travel patterns. The morale and goodwill values derived from the daily tangible evidence of your

QUALITY COFFEES

BRAZILS

SANTOS PARANAGUA RIO DE JANEIRO ANGRA

CENTRAL AMERICANS

GUATEMALA SALVADOR NICARAGUA COSTA RICA

COLOMBIANS

MEDELLIN ARMENIA MANIZALES GIRARDOT LIBANO TOLIMA

ECUADORS

UNWASHED WASHED

W. R. GRACE & CO.

advertising support cannot be overestimated.

Getting the message delivered to every conceivable customer, however, is only half the job. The other half is making the message stick. Intense competition and plain human forgetfulness are constantly conspiring to defeat this objective. Outdoor uses the language of color, picture and word symbols to deliver a brief, but complete message unit. More than this, it delivers its message with a tremendous rate of repetition—repetition essential to the establishment of package and brand identification. For example, the Traffic Audit Bureau found that in its Cedar Rapids Study a No. 100 poster showing reaches, during the 30-day display period, 93% of the people for a total of 22 times per person. Educators point out that learning is best acquired through small, digestible impressions at frequent intervals. Outdoor's compact message and high frequency is a close application of this technique.

Seasonal flexibility

Many advertisers using outdoor for the first time are surprised by the coverage efficiency and economy afforded by the medium's flexibility. Poster coverage can be laid out to duplicate the distribution pattern, with practically no wasteful spillover. Through the showing-intensity system, an advertiser can put an extra amount of "heat" on any market where he has a "cold" objective, such as introducing a new package, meeting increased competition, or taking advantage of the hot summer weather. It is outdoor's great seasonable flexibility which has made it a favorite medium of weather-conscious advertisers. Besides being the most local of all media, it can be scheduled to "follow the season," from area to area. Many advertisers combine

painted displays with poster coverage to get dominance and prestige at points of high circulation.

The rise of the supermarket has given the user of outdoor advertising a unique advantage. Through outdoor's coverage of supermarkets, the food advertiser not only reaches consumers throughout the market, but can follow the consumer virtually right up to the store entrance. Posters and painted displays on the approaches to retail outlets, at the parking lots, and on the sides and roofs of store buildings give the outdoor advertiser that crucial "last word" with the consumer before entering the store. With indoor displays being gradually pushed out of the front door, outdoor's "last word" service takes on important point-of-purchase values.

The recent trend toward night shopping, resulting in more and more stores open after dark, finds the outdoor advertiser ready for this special circulation with illuminated panels. The notable increase in women workers emphasizes another advantage for the outdoor advertiser. While today's 22,000,000 women wage earners may be limited as to the time they can devote to other media, they are nevertheless exposed to outdoor advertising on their way to and from work—and of course on their way to shop. Even the increase in male shoppers plays into the hands of outdoor advertisers. Starch research reveals that while men's readership of food advertising is much lower than women's in newspaper and magazines, they almost equal women in their readership of outdoor food posters.

Finally, coffee roasters know that while nearly everything else in our economy seems to be expanding, profit margins

(Continued on page 47)

LEONIDAS LARA & SONS INC.

99 WALL STREET

Telephone: DIgby 4-8777

or



Cable: NYLORENA

NEW YORK 5, N Y.

Teletype: NY 1-3368

Fine Colombian Coffees

iced coffee media: television

TV helped build the market for instant ... it can do it for iced coffee, too

By NORMAN CASH, President
Television Bureau of Advertising

As the industrywide program to sell iced coffee enters its third year of concentrated advertising-merchandising-publicity, the emphasis on the use of television is still noticeable by its absence.

Promotion has proved, since 1955, that companies which did a thorough job of promoting iced coffee sold more coffee, shattering the notion that iced coffee cannot be sold. It indicates the trend that more and more roasters are seeing iced coffee as a refreshing summer drink to which consumers will respond, and points up the fact that iced coffee will restore a 12-month selling year to coffee, eliminating the summer slump in sales. A large part of the industry is aware of the potential of iced coffee.

To support the industrywide drive to sell iced coffee this summer, the Television Bureau of Advertising has undertaken detailed and exact research on TV's efficiency in reaching the coffee user—and the potential iced coffee user.

There has been a trend in American business in recent years away from discontinuing advertising in summer months to maintain the same level as in other months of the year. It is evident that if the coffee industry continues—or increases its advertising and promotional efforts during the iced coffee season, the summer slump in coffee sales will be eliminated.

One of the swiftest and most thorough ways to do it is through television.

Instant coffee, since the end of World War II, has been an increasingly important factor in the industry, although surprisingly, it has been on the market for approximately 100 years.

The growth of the market for instant coffee, hastened by TV, has adversely affected per capita consumption, calculated in terms of green beans.

Several other reasons have been advanced for declines in coffee consumption, with prices being generally accepted as the most important. The public reportedly is buying less coffee and making a weaker brew. It has been said that from a standpoint of promotion, coffee as coffee—rather than any particular brand—has trailed behind competitive beverages.

Selling it hot or selling it cold, instant or not, television holds promise for the coffee business. Let's examine that

promise. To do it, we must look at the whole picture.

One fact stands out—coffee is one of the world's most important commodities. And coffee remains America's number one beverage. It is served in about 97% of all homes and in virtually every eating place, and it is sold in every food store. In international trade, coffee is second in value only to petroleum and petroleum products. It is the leading agricultural export of Latin America and the most valuable single import of the United States.

Probably more cups of coffee were consumed in the winter of 1957 than any previous winter in history. Yet it is alarming to note that there has been a 50% per capita decline in coffee drinking since 1941. The increase in coffee drinking over the years, while fairly steady, has not been paralleled by corresponding increases in the sale of coffee as measured by pounds. To meet this challenge, the coffee industry set a goal: to match, in per capita consumption, the approximate 1,000,000-a year rise in the number of households in the U. S. and the rise in consumer purchasing power.

That television has, and will have, an important part in this campaign is certain.

Television has been paramount in the quick popularization of instant coffee. It is no accident that the most popular coffee brands are the biggest TV advertisers.

Over 41,000,000 families own TV sets—82% of all homes—and TV continues to grow so fast that one new television home was created every eight seconds of every hour of all last year.

There are now 251 television markets. Because stations have grown faster than markets, there are more stations per market. This means easier advertising clearance, more channels receivable per television home. Almost 80% of the TV homes enjoy reception from four or more channels—only 5% are still limited to a single channel, with today's average TV home having its choice of 5.3 different television stations.

And the people in these homes spent an all-time high in viewing television of 5 hours and 59 minutes per day, average in December, 1957.

Recent Nielsen figures disclose that while the total number of TV homes in the U. S. increased by 10% in the

period July-August, 1957, against the same months in 1956, homes actually using TV (sets-in use) increased, showing a 21% gain for the average minute of the day during the hours 6:00 a.m. to 12:00 noon; 17% from noon to 6:00 p.m.; and 9% from 6:00 p.m. to midnight in the same period.

The greatest single reason for increased coffee consumption since 1950 has been an increase in the number of so-called "heavy" coffee drinkers. Social patterns leading to any increase are known to everyone. The coffee-break has become a major U. S. institution—71% of all factory, store and office workers in the U. S. now have the opportunity of drinking coffee during working hours. Coffee breaks at home also have increased and, meanwhile, the preeminence of coffee as a breakfast drink has remained unchallenged.

About 85% of all coffee drinking homes are television homes; 86% of homes with both men and women coffee drinkers are TV homes; 90% of "heavy" coffee drinking homes are TV homes. The TvB-Nielsen 1957 survey further reveals that nine out of ten cups of coffee consumed in the home are consumed in television homes.

Iced coffee by area

To increase the overall consumption of coffee is still a problem which television can answer. To provide for increased interest in, and consumption of, iced coffee is no less recognizable an accomplishment for TV.

Coffee consumption, and particularly iced coffee, varies by geographical areas, income groups, etc. Young people have a twofold significance in coffee consumption. They are the adult coffee drinkers of a few years hence, and pre-

ferences developed among them—such as the preference for iced coffee—at this time will influence in large measure their patterns of consumption for many years to come. They are also an important potential market in their own right.

The results of nationwide studies of coffee use have consistently shown that consumption varies with age, with differences appearing even among "young adults" between 18 and 35. Thus, the more youthful in this age classification offer a market that requires cultivation, while the remainder provides one that is better than average. It has been found that although 16 is the median age at which women started to drink coffee regularly, and is the age they still consider appropriate for children to begin, the lowest proportion of coffee use is among housewives under 30. The finding in regard to young housewives could be a danger signal. It is of the utmost importance for any product to maintain wide distribution among the youngest age groups to insure maintenance of its market in future years.

By the time young people are 16 years of age, more than half of them are drinking coffee on a fairly regular basis. It is not until the 25 to 29 age group, however, that coffee drinking reaches adult levels. It is significant that, according to the Census Bureau, persons in the age brackets of 15 to 24 years of age in the U. S. will increase from 21,500,000 in 1956 to 38,000,000 in the next 20 years. Even a small per capita increase in coffee drinking in a population group that large would raise total consumption to a considerable degree. Since 1950, coffee drinking among adolescents and young adults has not been increasing, even

(Continued on page 44)

VB

THROUGH THE YEARS A DEPENDABLE MARK

Coffee Importers

OFFICES AND REPRESENTATIVES

IN ALL PRINCIPAL PRODUCING AREAS

VOLKART BROS. INC.

120 WALL STREET

HAnover 2-9400

NEW YORK 5, N. Y.

CABLE: "VOLKART"

**Coffee remained Latin America's
top dollar earner in 1957,
although U. S. imports fell**

Coffee continued to be Latin America's leading dollar earner and the backbone of inter-American trade during 1957, although green coffee imports by the United States from that area declined both in quantity and dollar value, Vito Sa, president of the Pan-American Coffee Bureau, said recently.

The United States bought an estimated \$1.2 billions of green coffee from Western Hemisphere countries, 4.6% less than the \$1.3 billions in 1956.

On a poundage basis, purchases from those countries totaled 17,400,000 bags, down 6.5% from the 18,600,000 bags imported from them in 1956, Mr. Sa reported.

Total coffee imports by the United States from all areas during 1957 also declined in both value and quantity. In dollar value, they were \$1.3 billion as compared with \$1.4 billion in 1956.

An estimated 20,500,000 bags were imported in 1957, a drop of 3.3% from last year, Mr. Sa said.

World coffee imports declined only slightly to an estimated 37,000,000 bags. They were 37,200,000 bags in 1956.

Europe increased its imports to 13,400,000 bags, as its per capita consumption neared pre-World War II levels, Mr. Sa stated.

The United States remained the world's greatest coffee user, accounting for 55% of world consumption. It bought 85% of its coffee from Latin America, Mr. Sa pointed out.

Among the producing countries, Brazil, the world's largest supplier of coffee, shipped 14,700,000 bags, or 40% of world exports during 1957. Colombia, with 5,000,000 bags, was second. The remaining Western Hemisphere countries accounted for 7,000,000 bags.

African exports increased to 8,500,000 bags, or 23% of total world exports, it was estimated.

**Substantial trading in coffee, record
in sugar, reported by Exchange for 1957**

Substantial trading in coffee and a record volume in sugar was recorded on the New York Coffee and Sugar Exchange in 1957.

This was disclosed in the annual report of the membership by Leon Israel, Jr., Leon Israel & Bros., Inc., retiring Exchange president.

Mr. Israel was succeeded by Charles S. Lowry, president of Lowry & Co., Inc., sugar brokers and factors.

Frank E. Hodson, president of the Eppens, Smith Co., Secaucus, N. J., was elected vice president, G. W. Knauth, vice president of the National Sugar Refining Co., was re-elected treasurer.

Elected to serve two years on the board of managers were Reed Clark, Leon Israel, Jr., Gustavo Lobo, Jr., C. S. Mackey, Frank C. Staples and Gustav Wedell.

In addition, six others whose terms expire in 1959 continue serving on the board. They are J. M. Clark, Malcolm J. Forbes, Charles Leister, Charles J. Meono, Charles F. Slover and Emmet Whitlock.

Differentials between ports of shipment and grades on the Brazilian coffee contract and differences between growths

on the Mild contract were changed in February last year, and again in August, to conform with prevailing values in the spot markets. This was in accordance with the consent order of the Federal Trade Commission.

Under the "M" Contract, 3,847,250 bags were traded in 1957, compared with 5,533,500 bags in 1956. Under the "B" Contract 6,276,500 bags were traded in 1957 compared with 9,460,250 in 1956.

Grading and classifying of coffee were extremely active throughout the year, totalling 894,176 bags, with December alone accounting for 382,066 bags—the largest grading period in the history of the Exchange.

The annual report noted 32 new members during the year, compared with 22 in 1956. In the new group are 21 domestic members and 11 representing foreign interests.

In all, the Exchange now has 344 memberships representing all segments of the coffee and sugar trades—growers, merchants, roasters, refiners, brokers, distributors and manufacturers of finished products.

As to its 75th anniversary, the Exchange moved last fall from its outmoded quarters at 113-117 Pearl Street, where it had been 63 years, to ultra-modern facilities at 79 Pine Street.

New fresh-brew vending unit uses

1/4lb. vacuum pack coffee cans

A new fresh-brew coffee vending unit uses one-quarter pound cans of vacuum-packed coffee.

Called the Vendo Vacuum-Pack Coffee Brewer, the machine is made by the Vendo Co., Kansas City, Mo.

The heart of the new unit is a patented mechanism that picks up a one-quarter pound can of vacuum-packed coffee, perforates it with four pairs of opposing, hollow prongs, and injects hot water of precisely the right temperature and quantity into the can.

Freshly brewed coffee is drawn off and the can, which has served as the brewing chamber, is discarded intact, with the used grounds. The grounds never leave the can.

Capable of making 900 cups from 54 cans, the machine discards any coffee that has not been used within a present time and brews a fresh batch. Each one-quarter pound can yields a 16-cup batch, the company indicated.

A selector panel offers five combinations ranging from black to double cream and sugar—and hot chocolate!

New line handles West African sailings

The Gulf West Africa Line has been established to carry on the West Africa-U. S. service recently inaugurated by the Nopal Line.

The Gulf West Africa Line is a joint operation of Oivind Lorentzen, Oslo, and A. P. Moller, Copenhagen.

Regular sailings every three weeks will be maintained between U. S. Gulf and West African ports, from Dakar to Lobito, with modern Norwegian and Danish flag ships.

Oivind Lorentzen, Inc., New York City, is general agent for the line in the U. S. A. P. Moller, Copenhagen, is manager.

Area agents for the line are: in the Gulf region, Biehl & Co.; in the French West African Territories, Societe Navale Delmas-Vieljeux; in Liberia, Liberian Trading Co.; in Ghana, Scandinavian Steamship Agencies, Ltd.; in Belgian Congo, Agetraf; in Angola, Zuid Afrikaansch Handelshuis.

"Half of home coffee consumption will be soluble in three years"; Wolfisberg

Within the next three years, one out of every two cups of coffee drunk in American homes will be instant coffee, predicts Hans J. Wolfisberg, president of The Nestlé Company, Inc.

Mr. Wolfisberg based his forecast on the steady rise in popularity of instant coffee over the years.

"When Nestlé introduced Nescafé—the world's first modern instant coffee—in 1939, the market had to be created for it," he said. "By the close of World War II, five per cent, or one in 20 cups, was instant. Two years ago, one in four cups was instant; today, it is about one in three."

Increasing demand for Nestlé's three instant coffee brands, as well as chocolate products and Maggi seasoning and bouillon cubes, led to a modernization and expansion program during 1957 embracing the firm's ten plants, spread from Freehold, N. J., to Ripon, Calif., Mr. Wolfisberg reported. An important part of the program is the new American headquarters building now nearing completion in White Plains.

Production capacity at the Granite City, Ill., instant coffee plant has been almost doubled. At Freehold, the expansion included a 160-foot extension to the green warehouse. Contracts have been signed for a \$1,000,000 addition to the instant coffee processing plant at Ripon. This will include a two story manufacturing building and a new one story warehouse.

Promotion and protection

"The Organization shall carry out a comprehensive program for the promotion of increased consumption of coffee in established markets as well as in potential consuming markets. To this end, the Organization may use the services of international or national agencies and undertake promotional activities in cooperation with roasters or distributors of coffee, or with other commercial organizations. In its promotional activities, the Organization may not discriminate with respect to the origin, source, classification, grade, or brand of coffee.

"The Organization shall watch the interests of the coffee industry by endeavoring, in particular, by all means available to it, to prevent adulteration."

—From the constitution of the International Coffee Organization.

The bestest — or the mostest?

Two restaurant owners in Birmingham, England, duelled recently with yard-long glasses of coffee holding about ten cups.

Each duelist had to drink the coffee without taking a breath.

The one who failed made a \$56 donation to charity—and took down his sign claiming to serve the best coffee in town.

SCHAEFER KLAUSSMANN CO., INC.



- 99 WALL STREET, NEW YORK 5, NEW YORK
- 302 MAGAZINE STREET, NEW ORLEANS 12, LA.

Coffee Importers and Agents

how buying committees for the big chains work

By WILLIAM G. NIGUT

This article—the second of two parts—is from a talk by Mr. Nigut at the recent annual meeting of the Grocery Manufacturers of America, Inc.

Within about six weeks, three committees considered the same new product of a well-known manufacturer.

The salesmen told two of the buyers that the manufacturer was going to spend \$15,000,000 for advertising in two months to introduce the product. In addition, the company was assured by its advertising agency that with this kind of a saturation campaign the product would have a 15% share of the market within three months of its introduction.

The two committees agreed they would wait several months before reconsidering the item.

The third buyer got a completely different presentation of the item and his committee bought it.

It is for you, rather than for me, to evaluate the effectiveness of your advertising.

It seems to me, however, that buying committee indifference to your advertising gives substance to Paul Willis' recent charge that the advertising fraternity is "too glib and patronizing toward the grocery trade."

Ironically, buying committees believe in the power of advertising to sell merchandise and they want you to back your products with effective advertising dollars and programs.

Increasing the productivity of your advertising dollar is one of your greatest needs and challenges today. It also represents an important phase of your overall marketing program in which you have an unexcelled opportunity to improve your batting average with buying committees.

Let's look at the committees' reaction to some of your other product promotional programs.

Deals . . .

First, deals . . .

Almost one out of every four products considered by the committees was accompanied with a deal of one kind or another . . . 116 or 23.4%—of the 496 items were deal items.

Of these 116, 68—or 58.6%—were accepted by the committee. These deal products were almost one-third of the total items approved.

Only 16 products were bought simply for the deal, so obviously there were good reasons other than the deals alone which influenced the committees' decisions.

The committees rejected any deal which, in their opinion, did not represent a good consumer value. They also rejected deals on products on which they were already carrying adequate warehouse stocks.

The committees considered only 23 items for which

coupons were being mailed to consumers. They bought eight of the 23 couponed products.

The standard operating procedure on a couponed product, if it was one not regularly carried, was to buy it in a minimum quantity and to keep it in the stores only during the coupon period.

If the product were available in several sizes, they bought only the small size. If it were available in several varieties, they bought only the one or two leading sellers.

I would like to share with you several impressions I have of buying committees after watching them in action:

1. As the purchasing agents for homemakers, buying committees are doing a difficult job exceedingly well.
2. In their consideration of a never-ending horde of new products, buying committees demonstrate a remarkably deep and abiding concern for you, their suppliers, and their own organizations.

Three opportunities

It is relatively unimportant, however, what either you or I think about buying committees. Of the greatest significance to you and me is the fact that supermarket and chain store operators believe that buying committees are doing a good job to protect the consumer, their supplier, and themselves . . . and thus are here to stay.

This being so, it seems to me that buying committees offer you these three unexcelled opportunities:

1. The opportunity to get a hearing for a product that is properly conceived, properly tested and properly marketed in the consumer's interest.
2. The opportunity to capitalize on and get full value for the trade selling job that you have done in the last five, ten or 15 years. If you have worked diligently at creating farm trade relations and if you have a record of good service with supermarkets and chain store operators, then you have no cause for concern. If you have not, your competitor has an important advantage.
3. The last opportunity and challenge that buying committees offer you is to modernize your sales methods. There are two areas in which you may be vulnerable and require your immediate attention: (a) *the training of your sales personnel*; Buyers report that your men don't know how to sell; "they beg, coax and whine". (b) *your sales planning and techniques*. If you remember nothing else I have said here today, make note of this: all chains are not alike, all super markets are not alike. They differ from one another as much as you differ from your competitor. And because they are not alike, they cannot be sold and are not being sold with the same tools and methods. For example, the committees are bored with your flip presentations and your slide-film presentations. They want to be sold as individuals.

If you are to be successful in the future, you must know—

(Continued on page 43)

**Coffee trade stunned by death
of John Mazzei at age of 49**

The coffee industry was shocked and saddened last month by the sudden death of John E. Mazzei, sales and advertising manager of S. A. Schonbrunn & Co., Inc.

Only 49, Mr. Mazzei was outstanding in the trade for his vigor and forthrightness.

His passing was entirely unexpected. It came on a Saturday at his home in Palisades Park, N. J., only one day after he had returned from the National Coffee Association convention in Boca Raton, Florida.

He had given no indication at the convention, or before, of ill health.

Active in industry affairs, Mr. Mazzei was chairman of the Coffee Technological Committee of the National Coffee Association, which met under his direction during the Boca Raton convention.

He was a former president of the New York Coffee Roasters Association and a member of the Grocery Manufacturers Representatives.

He was one of the key figures in the initial development of smoke abatement devices for coffee roasting plants, working on the problem as head of regional and national trade committees.

Born in Lucca, Italy, in 1908, Mr. Mazzei came to the United States at the age of ten. He joined the Schonbrunn company on July 11th, 1939.

Mr. Mazzei took part in many fund raising drives, including those for the Boy Scouts of America, St. Mary's Hospital of Hoboken, and the Scholarship Fund for the Ca a Italiana at Columbia University.

He was a member of Tiro a Segno, the Italian Chamber of Commerce, the Auxiliary Police Pistol Team.

He is survived by his wife, Mrs. Ada Mazzei; his mother, Mrs. Nina Mazzei; two sisters, Mrs. Irma Canevari and Miss Pia Mazzei; and two brothers, Joseph and Larry Mazzei. A third brother, Capt. Mario Mazzei, was killed in action in the Korean War.

Oliver W. Simmons dead at 76

Oliver W. Simmons, for many years advertising manager of the Tea & Coffee Trade Journal and since 1954 its publisher, died last month at his home in Montclair, N. J. He was 76.

He joined the trade paper in 1911. Before that he was a coffee salesman for the Kelley Co., Denver, Colo.

Jeschur, of Jabez Burns dies after long illness

Frank Jeschur, of Bellmore, N. Y., well known to many coffee and tea men, died last month after a prolonged illness at the age of 62.

Mr. Jeschur had been associated with Jabez Burns & Sons, Inc., New York City, as erecting superintendent from 1920 until shortly before his death.

During these nearly 40 decades with the Burns organization, Mr. Jeschur supervised the installation of hundreds of food plants throughout the country.

D. W. Mannan succumbs to heart attack

D. W. Mannan, owner and founder of the Mannan Coffee Co., Wichita, Kan., succumbed to a heart attack recently. He was 52.

Born in Frederick, Okla., he came to Wichita in 1933, and a year later founded the Mannan Coffee Co.

He is survived by his wife, his mother and father, two sisters and two brothers.

Instant coffee use up in Minneapolis;

Maxwell House leads, Hills Bros. gains

Use of instant coffee in Hennepin County (Minneapolis) homes rose from 42.2% in 1956 to 50.1% in 1957, and in that period Hills Bros. made a strong gain among brands preferred.

This is one of the findings of the Minnesota Homemaker Survey issued by the Minneapolis Star and Tribune. The survey reports findings of in-home interviews last September among 600 Hennepin county housewives plus an equal number of housewives elsewhere in the state.

In 1956, 41.9% of those serving instant coffee named Maxwell House as their favorite brand. Nescafé was second with 17.8%; Sanka was third, 15.8%, and Hills Bros. ranked 11th among the 12 brands listed, being named by only 1.2% of the county housewives.

A year later, Hills Bros. was named by 11.7% of the housewives, ranking it fourth among all brands. Maxwell House was still first but had dropped to 35.7%. Second was Sanka, 14.7%, and Nescafé was third, 12.0%.

In the State as a whole, Maxwell House ranked first, 37.5%, followed by Sanka, Nescafé, Folgers and Hills Bros.

ETHIOPIAN COFFEES



The best in hand-picked Džimmas

S. J. MAGDALINOS

ADDIS-ABEBA, ETHIOPIA

Exclusively represented in the United States & Canada by DOBBELEER COMPANY
17 Battery Place, New York

coffee's development in Kenya

Suitable land for more coffee growing is limited, so quality must be kept paramount to hold position

By I. G. H. MACLEAN, Executive Officer
The Coffee Board of Kenya
Nairobi

We in Kenya have always regarded our coffee as a specialized crop, containing as it does certain qualities which the roasters look for when making up their blends.

These qualities are not to be found in every producing country or in very large quantities anywhere. It is therefore important to a small producer such as we are that they should be fostered and maintained.

While the trend in Kenya, as elsewhere, is to increase the yield per tree and per acre by moisture conservation and by irrigation as well as by other methods, it is appreciated that in our country, where suitable land for coffee is strictly limited, quality must be of paramount importance if we are to hold our position in world markets.

In the European settled areas, there is virtually no more land of suitable character with adequate rainfall available, though irrigation may stretch the area to some extent. The present acreage is 60,000.

Suitable land exists in the African areas and development is going ahead rapidly.

African coffee acreage

The following figures of African coffee acreage give a picture of expansion to date and planned for the future. The figures include acreage of new planting, so that only a proportion is in bearing.

Year ending June 30th, 1935, 103 acres; 1946, 318; 1951, 1,735; 1952, 3,038; 1953, 3,867; 1954, 5,339; 1955, 7,759; 1956, 9,592; 1957, 15,259.

Add to this 5,500 acres per annum, to 90,000 acres in 1972/73 if all goes well and world prices continue to attract producer interest.

The field officers of the Department of Agriculture advise and supervise, and pulping of the cherry and drying of the parchment is done at Co-operative Pulping Stations, limited in capacity so that from this angle, too, quality can be watched.

Even when we have reached maximum, we shall still be a small producer judged by world standards.

We have noted the effect on an expanding world market of high prices and the modern trend towards simplicity in the kitchen with the increasing popularity of solubles.

Now we are faced with the old bogey of overproduction once more. We are studying every means of increasing the demand for our product and will not, I believe, over-

look the potentialities of the general trend from a low to a higher wage economy in our own country.

We coffee producers are all in the same boat, and the drive to sell one more cup and to tickle the palate of the teenagers has our full support.

Safeway puts own name on instant coffee

Safeway Stores nationally has started to market its instant coffee under the Safeway brand, Supermarket News reports.

Formerly under the Edwards brand, instant coffee becomes the first item among Safeway's private labels to use the actual Safeway name.

Label emphasis is on the store's "S" trademark, and a spokesman described the move as "an experiment," declining comment on implications regarding Safeway's other private labels.

In some areas of the country, all brands of instant coffee account for more than one-third of Safeway's total coffee sales.

The stores' share of instant brands in proportion to total coffee sales at Safeway stores increased 80% from 1952 to September, 1957, the spokesman said.

"Edwards, along with other brands, has enjoyed a proportionate increase in Safeway's total coffee business," he said.

NCA convention barbershop quartet prize

Second prize for harmony went to New Orleans' "Bourbon Street Bohemians"—George (Sonny) Westfeldt, Jr., Mr. and Mrs. Jack Griswold and J. W. Reily, Jr.

how buying committees work

(Continued from page 41)

or find someone who does know—what these differences are and how they can be adapted to your own good advantage and profit.

To sum this all up—it is my opinion that buying committees are the manufacturer's best friend.

In my experience, the nature of friendship is best characterized by a line in a prayer by St. Francis of Assisi: "Oh Divine Master, grant that I may not so much seek to be understood . . . as to understand."

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

8—GRANULATORS

This four-page bulletin with pictures and specifications on a new line of coffee granulators. The bulletin describes capacity and dimensions, special finishing rolls, operation and maintenance, replacement heads, etc. Jabez Burns & Sons, Inc., 11th Ave. at 43rd St., New York City.

9—MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

10—ICED COFFEE—1957

Facts and figures on trends in iced coffee sales by coffee roasters across the country, reprinted from special COFFEE & TEA INDUSTRIES Iced Coffee Issue. Eight-page brochure available from Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.

11—FLAT BAG PACKAGE

This four-page illustrated folder describes German-made automatic flat bag filling and closing machines. High speed types are said to fill and seal up to 130 bags per minute. Gebr. Holler, Mashinenfabrik, Bergisch Gladbach Bei Koln., U. S. representative: Ulbeco, Inc., 484 State Highway #17, Paramus, N. Y.

12—NEW COFFEE COOLER

Detailed information about a new coffee cooler is given in Bulletin 902, available from the B. F. Gump Co., 1325 S. Cicero Ave., Chicago 50. The Ideal Vertical-Twin Coffee Cooler has a compact vertical design, and is said to cool a full four-bag batch of coffee to room temperature in less than three minutes.

13—STORE GRINDER

This illustrated bulletin describes the new Super Grindmaster Model No. 500, which supersedes the company's regular Grindmaster, featured for the past four years. Operation is fully automatic. The grind plate is on the front of the machine, in full view of the customer, and the grinds are indicated with an illustration of the brewing device, as well as by name. American Duplex Co., 815-827 West Market St., Louisville 2, Ky.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13 ☐

Firm Name
Street Address
City and State
Signature Title

TV for iced coffee

(Continued from page 38)

though consumption by adults (25 years and over) has risen by nearly 20%.

We can, on TV, demonstrate the comparatively new idea of iced coffee—the coolness, the ease of preparation and the enjoyment. If coffee consumption is universal, television is indeed universal. Television can communicate, can motivate best because only TV delivers sight plus sound plus motion. Only television can demonstrate in the home, to millions of people at one time, the emotional experience of drinking iced coffee. This is a demonstration that could be experienced by millions in no other way than through television.

What's behind the universal appeal of television? Why is the combination of sight-sound-motion so compelling?

One clue can be taken from the results of a psychological study by Stanford University. Here it shows how the human mind gains knowledge through the senses. The eye plus the ear account for 90% of it—and since television, alone among media, reaches both, TV's potential is the greatest. Television is understandable to more people—its "demonstrations" are easier to grasp and retain.

Prospects are people

In the final analysis, all your prospects are individuals—people. Television's tremendous attraction for all people is a combination of its inherent "action-ability" right in the home and the great amounts of different programming that offer something for everyone's interest. Americans now spend more time watching television than in any other activity except work or sleep. About 41,000,000 TV homes spend nearly six hours a day watching TV. This is over three times the amount of time spent with any other mass medium of communication.

We have reviewed the relations of the younger people—the young housewife in particular—to the consumption of coffee. Here is their relation to television.

While 81% of the TV homes watch television six hours a day, men watch one hour and 33 minutes; teenagers, one hour 57 minutes; and the all-important housewife, one hour 58 minutes. All told, a total of 1,900,000,000 individual hours of TV viewing each week.

Women represent the biggest purchasing agent in the country. They also constitute one-third of the labor force, account for one-fifth of all take-home pay, hold over two-thirds of all savings accounts, and total better than half of all U. S. shareholders. Women are also television's greatest audience—over 40% of all viewers in the average minute throughout the day—more time than any other group.

The family of the younger housewife leads this TV-viewing race. In households with the wife under 35, total viewing reaches 45½ hours; age 35-49, 40½ hours; and over 50, 33 hours and 43 minutes per week.

The Television Bureau of Advertising has measured television's audience in many ways, and we keep finding that television is at its best reaching the people with the most money, most education, better jobs, greatest desire to buy—the younger and larger families.

We have found that 17% of the average small families (for this example, with two members) watch television in the morning in contrast to 35% of larger families (five

"Mark my word"

By MARK HALL



When To Quit Your Job

Don't be afraid to quit. You might just beat the boss to it. He was ready to fire you anyway. That would not be good for you.

If you are in a rut, just cutting a deep groove into your self-respect, get out before everything caves in and smothers you. Or if you are overflowing with brains and energy and need more depth and higher banks to contain your ambition, change your course and strike across more fertile fields.

Suppose you are a smart boy and need time. Your job is over your head, but you can learn. Then you don't have to quit until the boss fires you. Thank him for the study period. After you are fired several times you may learn enough about the job to hold the next one, and succeed at it. That's buying your experience at the boss' expense, not a good deal for him, but good for someone else's business. You should go far with your nerve and determination.

If you have brains but lack guts you are lost. You'll hate yourself. Your personality will wither on the vine, even before it turns to vinegar.

You fear your wife will have a relapse, and your babies will die of hunger if you quit your job. Don't kid yourself. You had the same kind of fears before you married.

There may be a time in your life when you should burn your bridges behind you. You could enjoy the excitement. A good fighter is always nervous before a battle. The worst that can happen is to be carried out on a stretcher. You could be proud of that.

members). Again, in the afternoon, the larger outweighs the smaller by 55% against 29%, and in the evening, 80% of all the large family homes in the country tune to TV, against 63% of the two-member families. Totalling this up, the average small family spends 23 hours a week with TV and the larger, 58 hours a week. The large family consumes the most, must buy more often. And it is television's prime audience.

The need for increasing sales in the face of high productivity, rising costs and declining personal sales effectiveness, calls for a dynamic selling tool.

This is television—and it is now a well-documented fact that television is now America's basic selling medium for consumer goods. It sells ideas—iced coffee for instance—as well.

The families of your customers can be anywhere in the

FEBRUARY, 1958

See *Atlantic* For
GLASSINE LINED

Coffee Bags

Made RIGHT! Priced RIGHT!



You will find ATLANTIC to be a sure, safe, dependable source for fine Coffee Bags—plain, stock design or private design. May we send samples and quote on your requirements?

Atlantic COFFEE BAG CO., INC.

220 KOSCIUSKO ST. · BROOKLYN 16, N. Y.



PRESSURE
PACKED

**SPECIALLY PACKAGED
TO PROTECT THEIR
SPECIAL QUALITY**



STANDARD BRANDS INCORPORATED

FAIRCHILD & BOLTE

120 WALL STREET

NEW YORK

Green Coffee

**AGENTS AND BROKERS
REPRESENTING
BRAZILIAN and MILD SHIPPERS**

Members:

NATIONAL COFFEE ASSOCIATION
GREEN COFFEE ASSN. OF N.Y.C.
N.Y. COFFEE AND SUGAR EXCHANGE



Because it has more flavor to give

It's
Coffee-er Coffee!

S. A. SCHONBRUNN & Co., Inc. • 77 Water Street, New York, N.Y.

country—and wherever they might be, one thing is sure, they watch a great deal of television.

Recently, to prove TV's ability to sell a concept, the Tea Council used television exclusively in ten U. S. cities and tested their spot-announcement campaign. Within 26 weeks, 88% of the television homes had seen and remembered the campaign; over 80% remembered specific reasons why they should drink the product; "dislikers" dropped 7%; 30% more people said they liked it very much; and consumption in TV homes increased 12.3% vs. a decrease of 6.3% in non-TV homes.

What better way then to create a ground swell of acceptance for iced coffee—to reach people and communicate to them your ideas—than through television? Television is a giant in size and coverage and audience—the largest of all measured media. It is still growing in homes, stations, markets, advertisers, time-spent-viewing and advertiser-delivered audiences. TV doesn't just reach people it reaches people who buy most of most products, whether you measure them by income, education, youth, family size or product consumption.

Television is America's greatest communications medium because all but 3% of the nation is within reach of television and it is the most personal, "alive," of all mass media.

Television can be the shortest distance between you and the total success of iced coffee.

Television shows people how to make and enjoy "iced coffee." And nothing sells iced coffee more than a good glass of iced coffee.

Fire in New York City roasting plant starts iced coffee season early

A fire in the five-story coffee roasting plant of Philip Wechsler & Sons at 204 East 23rd Street, New York City, brought newspaper headlines about iced coffee.

The New York Times ran a picture of a fireman drinking hot coffee while he studied what the Times called "icy brew" coating the walls of the plant.

"Iced coffee flowed in Twenty-third Street yesterday," the Times said. "Hundreds of gallons of it, all of it free, but none of it fit to drink."

The two-alarm fire started in packaging materials on the top floor of the plant, it was reported. Water from firemen's hoses cascaded through two floors of bagged and packaged coffee.

In below-zero temperatures, the coffee-colored water froze on the front of the building and on the street.

CBI directors reelected

The full roster of the board of directors of the Coffee Brewing Institute, Inc., was reelected at the annual meeting of the members of the corporation, held at the Boca Raton Club, Boca Raton, Florida, during the National Coffee Association convention.

Those reelected include Andres Uribe, Manuel Proto, Carlos Cordero d'Aubuisson, T. Carroll Wilson, and Phillip I. Eisenmenger.

Coffee firms in hassle on trade-marks

The Walter Turner Coffee Co., Raleigh, N. C., has gone to court to stop Thompson-Lipe Co. from selling coffee with the trade-marks "Million-Dollar-Coffee" and "Turner's Tavern Coffee."

The trade-marks, the Turner firm says, are theirs.

the retailer has to like it

(Continued from page 33)

the display of the high-profit, fast-turnover items in the key traffic areas is bound to result in better profits.

Coffee is generally rated as a high-profit, fast-turnover item, and as such, rates good store position. But coffee must compete with other high margin, popular favorites.

In addition to knowing the profit-per-square-foot factor, the retailer is cognizant of the tremendous impulse buying potential, and the role of point-of-purchase in promoting it. The alert merchant is interested in increasing the unit of sale, and in selling related items. When he sells a toothbrush *as well as* a tube of toothpaste, or a dozen eggs *and* a pound of bacon, his profit increases. In the case of iced coffee, which effects the purchase of related items, the emphasis of point-of-purchase advertising takes on greater importance.

Another area of extreme interest to the retailer is what I like to call the "excitement factor."

Myer Marcus, executive vice president of Food Fair Stores, indicated that a shopper will drive many miles to shop at a store that is attractively merchandised and provides an atmosphere of change and excitement.

Shopping excitement concept

It is also true that shoppers will spend more in a store that is attractively merchandised than they will in a store that is austere. Mr. Marcus indicated that Food Fair Stores achieve an atmosphere of change and excitement by the effective utilization of point-of-purchase material—creating an impression of something going on and providing the change that shoppers seem to appreciate. An effective iced coffee promotion will do the same.

One of the finest examples of this shopping excitement concept is the Kraft Cheese Carnival, an all-store promotion. For this example of effective merchandising at its best, every conceivable type of display is utilized to transform the entire store literally into a carnival. During a recent event of this type in Tucson, \$17,373 worth of Kraft cheese was sold in only seven days, a daily average of some \$2,484. This is an indication of the kind of results that can be achieved through effective use of point-of-sale materials. This same kind of success can be gained through a well merchandised iced coffee promotion.

Most alert retailers are in the market for effective merchandising cooperation. They are looking to their brand name advertisers for it. Iced coffee would seem to lend itself readily to the various factors listed.

key to more iced coffee sales

(Continued from page 36)

are not. The squeeze is being put on advertising, which must somehow be made to do a faster, more effective job at low cost. If this appears to call for a miracle, outdoor advertising would appear to come pretty close to performing one: its guaranteed visibility, mass readership, unparalleled repetition and food store coverage in a No. 100 showing can be had on a national average for only 21¢ per thousand—the lowest price of all five major media.

FEBRUARY, 1958



Leon Israel & Bros., Inc.

Coffee Importers

NEW YORK
101 FRONT ST.

SAN FRANCISCO
160 CALIFORNIA ST.

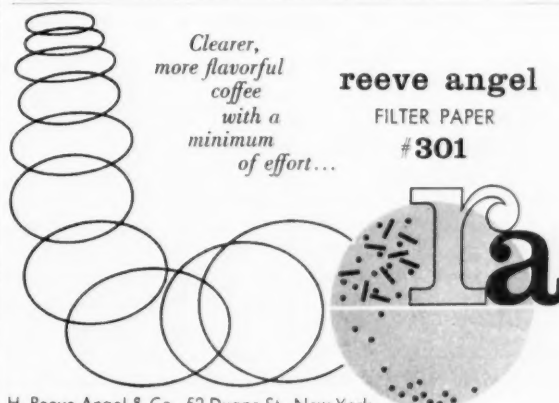
NEW ORLEANS
300 MAGAZINE ST.

AGENTS FOR

LEON ISRAEL AGRICOLA E EXPORTADORA S/A
(BRAZIL)

Coffee Planters & Exporters
SANTOS • RIO DE JANEIRO
PARANAGUA • ANGRA DOS REIS

General Agents for Europe
ISRAEL (LONDON) LTD.
110 Cannon St., London E.C. 4, England



H. Reeve Angel & Co., 52 Duane St., New York

SELL MORE ICED COFFEE

Display it in Glass

SIELING'S

ICED COFFEE "OLLA"

"The most beautiful piece of equipment
that you ever laid your eyes on"

SIELING
URN BAG COMPANY

927 W. Huron St.
Chicago 22, Ill.

what summer slump?

(Continued from page 30)

Advertising Bureau during the past several years. Each of these consists of the airing of commercials for bonafide products in markets where the merchandise is unknown.

A coffee sold only on the Pacific Coast was so tested in Jacksonville, Florida. The day the test was completed, and for two days thereafter, interrogators for a research firm checked a significant sampling of the audience discovering that more than 15% of those interviewed could remember the brand name of the coffee advertised and some of the salient points made in the commercials. Radio was the only means by which these people could have learned—and remembered the name of the product.

Another unique "plus" is radio's ability to get that all-important "last word" with a shopper before she goes to market. A study of the media habits of women who bought ten basic products sold in a dozen supermarkets throughout the nation revealed that:

Supermarket patrons averaged more pre-shopping time with radio than with all other media combined—over two and one-half times more than with television; greater than five times more than with newspapers; and over 19 times more than with magazines;

During the pre-shopping hours radio reached nearly half again the number of customers who were exposed to all competing media during the same period;

Twice as many of those queried had heard radio within 30 minutes of the time they were interviewed than had been exposed to all other media combined;

More than twice as many of those purchasing coffee heard radio within a half hour of the interview than had watched television;

This study was conducted by Advertiser Research, Inc., at check-out counters after the purchases had been made.

Repetition is an effective technique in the selling of ideas. A saturation campaign of spot announcements on radio can reach almost everyone in a market over and over again, creating dominance for the product advertised at a fraction of the cost required to achieve the same amount of exposure in other media. Illustrative of this economy, a 50-market survey showed that—on the basis of frequency discounts—a one-minute radio announcement broadcast between noon and 3 p.m. costs the advertiser an average of 96¢ per thousand homes delivered. This figure is considerably lower than the delivery cost of a similar number of prospects by other advertising media.

Spot radio not only gives valuable repetition, but also reaches a variety of different families in a market during the broadcast day because of the changing audience patterns as listeners tune in and out. Cumulative audience studies made by the A. C. Nielsen Co. for the Radio Advertising Bureau show that varying degrees of saturation can produce these results:

25 spot announcements broadcast weekly over a single station in the 7:30 a.m.—10:00 p.m. time slot reaches more than one-fourth of the homes nearly three times each; the same schedule extended over a four-week period reaches nearly half the homes almost six times each; 200 announcements weekly distributed among three stations in a market deliver the sales message to more than half the homes a total of seven times, and this schedule over a period of a month (800 announcements) reaches 74% of the homes almost 20 times.

From these tests it is evident that the addition of announcements to a radio schedule builds up advertising impressions rapidly.

Prestige personality

Radio can do much to popularize and sell the idea of using coffee as an iced beverage by identifying the product with a prestige network program or personality and/or a number of well-known local air personalities. At the network level, such performers as Mary Margaret McBride, Don McNeil and Arthur Godfrey have over the years amassed enviable sales records for food sponsors. Personalities of this caliber can be put to work in behalf of iced coffee at relatively low cost through using participations in network programs. The same technique can be successfully applied at the local level also, in a series of key markets.

Recent research into the sales influence exerted by radio personalities in heavily-saturated television markets reveals that better than nine out of ten respondents can name at least one such local salesman. Almost the same number state that they have confidence in the products advertised, and 70% declared they would buy products recommended by their radio favorites.

By way of summary, radio is an excellent sales media for iced coffee because it combines all of the qualities needed—repeated entry into almost every American home, a high percentage of adult male and female listenership, circulation that reaches people wherever they are, flexibility to handle national or local campaigns, respected and persuasive sales personalities, and economy—to successfully promote the advantages of the product.

THE NESTLÉ COMPANY, INC.

WHITE PLAINS, NEW YORK

NESCAFÉ • NESTLÉ'S INSTANT COFFEE • RICORY • NESTLÉ'S DECAF • NESTEA

NESCAFÉ IS ALSO AVAILABLE IN
SPECIAL VENDING AND UNIT PACKS

Carnation—and iced coffee

(Continued from page 20)

summer, and are prepared to contribute more advertising and promotion effort than we did in 1957.

Taking last summer's iced coffee promotion as a base, the following areas might be strengthened in the next promotion:

1. *Increase the weight of advertising used by each partner in the promotion.* This weight could most profitably be stepped up in four-color print ads and television. Four-color print enables an advertiser to build flavor appeal and give special coffee recipes, while television enables him to actually demonstrate the correct way to make the best coffee, with 45 cups per pound instead of the current 65.

2. *Utilize the merchandising power of the magazines in which we advertise to a greater degree.* This could be best used in securing the support of key grocery organizations in promoting Iced coffee with feature displays and store ads tied to the national campaign carried by the magazines.

3. *Coordinate the activities of the Carnation and General Mills sales forces more closely.* These two groups could make joint contacts on the grocery trade and obtain special support that neither sales force could accomplish working independently.

4. *Obtain greater support for the promotion by the coffee roasters.* There is an opportunity for roasters to capitalize on the tremendous amount of advertising and sales promotion being placed behind iced coffee. This could be effectively done by the roasters imprinting available display material with their own brands of coffee and by tying in their regular brand advertising with the iced coffee theme.

We would be most happy to receive any suggestions or proposals from the coffee industry on how we, at Carnation, could help to make the iced coffee promotion even more successful.

Our chief objective in this promotion is to substantially increase the consumption of iced coffee, and to make sure that a major share of the additional cuppage is creamed with our product.

"How I would sell iced coffee"

(Continued from page 22)

petition, that's when the personal salesman is worth his weight in gold.

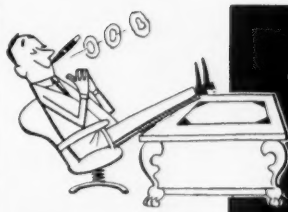
The trouble here is that manufacturers tend to see vast differences in their products which ordinary consumers do not.

If a "scientific test" were to prove conclusively that I was one-sixteenth of an inch taller than my partner, Mr. Elliott, would you place much credence in me for going on television and referring to myself as "Giant Ed" and to my partner as "Midget Bob." Yet that is what so much of the advertising which I see on television seems to be doing.

I can guarantee you that if G-E-G does any coffee advertising—iced or otherwise—it will be done in a believable way, with a conviction that the brand our salesman is selling is a good one, perhaps the best. But there will be no insinuations that every other coffee manufacturer is cockeyed.

It takes courage to advertise in this manner. But there are untold rewards for the man who does it—and does it well.

FEBRUARY, 1958



**Trouble-Free
Priced Right**

WHITE CROSS COFFEE VACS

Gas or Electric

Acclaimed everywhere for their performance and low, low cost!



457E

257E (electric) — 100 cup capacity per hour. Two high speed, compact Chromalox solid heating units. Individual switch control for all heats. Total wattage, 1070. 16" wide, 8 1/2" deep, 5" high. Satin-chrome finish.

Also 2, 4, and 6 gas and electric units. Write for prices and complete information.

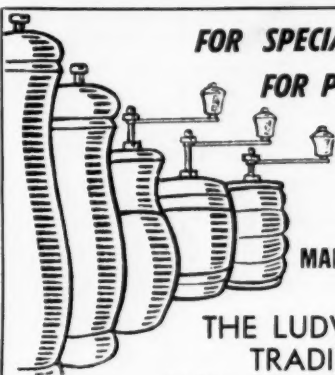


257E

Factory representative inquiries invited.



NATIONAL STAMPING & ELECTRIC WORKS
2215 Clark Avenue
St. Louis 3, Missouri



**FOR SPECIAL PROMOTIONS
FOR PREMIUM DRIVES**

**IMPORTED
PEPPER MILLS**

MANY SIZES — SHAPES

**THE LUDWIG MUELLER
TRADING CORP.**

24 State St., New York 4 • Digby 4-4670

Magnetic MEMO BOARD by WEIBRO

Holds Paper Memos, Recipes, School Notes, Grocery Lists, Business Reminders, etc., WITHOUT PINS OR TACKS.

a **USEFUL PREMIUM for the HOME**

Each board complete with accessories, packed in attractive box with above cover design. An excellent gift for all occasions. May be imprinted.

Send for literature and prices

WEINMAN BROTHERS, INC.
3260 W. GRAND AVE., CHICAGO 51, ILL.

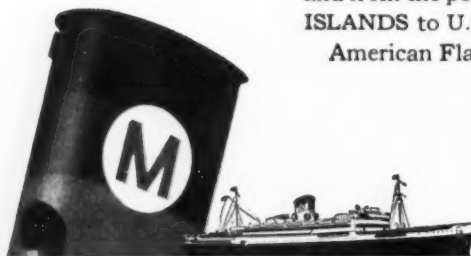


Let us carry that for you

More than forty years' experience in handling coffee.

Regular sailings from the ports of BRASIL to U.S. EAST and WEST COAST ports via American Republics and Pacific Republics Lines; and from the ports of SOUTH and EAST AFRICA and INDIAN OCEAN ISLANDS to U.S. EAST COAST ports via Robin Line.

American Flag Ships . . . fast, frequent and most dependable service.



MOORE-McCORMACK

Five Broadway

Lines

New York 4, N. Y.

COFFEE & TEA INDUSTRIES and The Flavor Field

Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ablmann Trans Caribbean Line
Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
Arg-State—Argentine State Line
Am-W Afr—American West African Line
B-Afr—Belgian African Line
Barb-W'n—Barber Wilhelmsen Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber West African Line
Bl-Dia—Black Diamond Steamship Co.
Brodin—Brodin Line
Col—Columbus Line
Cunard—Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Dreyfus—Dreyfus Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South American Steamship Co., Inc.

Hellenic—Hellenic Lines Ltd.
Hol-Int—Holland-Interamerica Line
Independence—Independence Line
Isthmian—Isthmian Lines, Inc.
JavPac—Java-Pacific Line
Lamp-Ho—Lampson & Holt Line, Ltd.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
PTL—Pacific Transport Lines, Inc.
R Neth—Royal Netherlands Steamship Co.
Robin—Robin Line
Royal Inter—Royal Inter-ocean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Swed-Am—Swedish American Line
Torm—Torm Lines
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamasbita—Yamasbita Line

Abbreviations for ports

At—Atlantic ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Ch—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gf—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampson Roads
Jx—Jacksonville
LA—Los Angeles
Mt—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SD—San Diego
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
-------	------	------	-----

ABIDJAN

2/10	Del Sol	Delta	N02/27
3/7	Del Valle	Delta	N03/24
3/28	Del Campo	Delta	N04/14
4/18	Del Monte	Delta	N05/5

ACAJUTLA

2/14	Costa Rica	Mam	Ho2/28 N03/2
2/17	Choluteca	UFruit	Cr2/22 NY3/2
2/28	Managua	Mam	Ho3/15 N03/17
3/4	El Salvador	Mam	NY3/20

AMAPALA

2/19	Choluteca	UFruit	Cr2/22 NY3/2
------	-----------	--------	--------------

ANGRA DOS REIS

2/18	Hardanger	Wes-Lar	LA3/15 SF3/18 Po3/25 Se3/27 Va3/29
3/12	Evanger	Wes-Lar	LA4/6 SF4/8 Po4/15 Se4/17 Va4/18

BARRANQUILLA

2/12	Santa Anita	Grace	LA3/8 SF3/10 PS3/16
2/13	Byfjord	UFruit	NY2/23
2/14	Agnete Torm	Granco	Ho2/25 N03/2
2/18	Christine	UFruit	NY3/1
2/19	Cubahama	UFruit	N02/26
2/19	Beate Bolten	Granco	NY2/28
2/27	Candida	UFruit	NY3/10
3/5	Cath Sartori	UFruit	NY3/16

SAILS	SHIP	LINE	DUE
-------	------	------	-----

3/12	Byfjord	UFruit	NY3/23
3/19	Chastine	UFruit	NY3/30

BARRIOS

2/10	Beate Bolten	Granco	NY2/28
2/10	Kirsten Torm	Granco	Ho2/15 N02/20
2/16	Lempa	UFruit	Ho2/20 N02/22
2/16	Marna	UFruit	NY2/23
2/21	Agnete Torm	Granco	Ho2/25 N03/2
2/23	Telde	UFruit	Ho2/27 N03/2
2/23	Lovland	UFruit	NY3/2
3/1	Leon	UFruit	Ho3/5 N03/7
3/2	Copan	UFruit	NY3/9
3/8	Lempa	UFruit	Ho3/12 N03/14
3/8	Elsie Winck	UFruit	NY3/14
3/15	Telde	UFruit	Ho3/19 N03/21
3/15	Marna	UFruit	NY3/21
3/22	Leon	UFruit	Ho3/26 N03/28
3/22	Lovland	UFruit	NY3/28

BUENAVENTURA

2/11	Santa Margarita	Grace	NY2/18
2/13	Rep. de Colombia	Granco	LA3/2 SF3/6 Va3/20
2/13	Cd. de Ibaque	Granco	Pa2/20 Ba2/21 NY2/22
2/14	Cd. de Manizales	Granco	Ho2/21 N02/26
2/17	Santa Mercedes	Grace	LA3/8 SF3/10 PS3/16
2/17	Merchant	Gulf	Ho2/27 N03/2
2/18	Santa Barbara	Grace	NY2/25
2/21	Manuel Mejia	Granco	Pa2/27 Ba/28 NY2/29
2/15	Cd. de Popayan	Granco	Ho3/4 N03/6

SALES SHIP LINE DUE

CARTAGENA

2/15 Agnete Torm Granco Ho2/25 N03/2
2/16 Neate Bollen Granco NY2/28

CORINTO

2/13 Honduras Mam NY2/23
2/20 Costa Rica Mam Ho2/28 N03/2
3/6 Managua Mam Ho3/15 N03/17
3/10 El Salvador Mam NY3/20

CORTES

2/11 Marra Ufruit NY2/23
2/13 Lempa Ufruit Ho2/20 N02/22
2/18 Lovland Ufruit NY3/2
2/20 Telde Ufruit Ho2/27 N03/2
2/25 Copan Ufruit NY3/9
2/26 Leon Ufruit Ho3/5 N03/7
3/3 Elsie Winck Ufruit NY3/14
3/5 Lempa Ufruit Ho3/12 N03/14
3/10 Marra Ufruit NY3/14
3/12 Telde Ufruit Ho3/19 N03/21
3/17 Lovland Ufruit NY3/23
3/19 Leon Ufruit Ho3/26 N03/28

COSTA RICA

2/19 Santa Anita Grace LA3/8 SF3/10 PS3/16

CRISTOBAL

2/9 Lily Nielsen Ufruit Ho2/15 N02/18
2/23 Choluteca Ufruit NY3/2

DAR es SALAAM

3/2 Afr Rainbow Farrell NY3/30
3/18 Afr Planet Farrell NY4/16
4/23 Afr Lightning Farrell NY5/23

SALES SHIP LINE DUE

EL SALVADOR

2/13 Santa Fe Grace LA2/22 SF2/24 PS3/2
2/15 Nereide Italian LA2/24 SF2/27 Va3/4 Se3/9 Po3/13
2/20 A. Pacinotti Italian LA2/27 SF3/1 Va3/5 Se3/11 Po3/14
2/26 Chili French LA3/8 SF3/12 Va3/17 Se3/20 Po3/23
2/27 Santa Anita Grace LA3/8 SF3/10 PS3/16
3/23 G. Ferraris Italian LA3/30 SF4/1 Va4/5 Se4/9 Po4/13

GUATEMALA

2/12 Winnipeg French LA2/12 SF2/21 Va2/26 Se3/2 Po3/3
2/16 Santa Fe Grace LA2/22 SF2/25 PS3/2
2/16 Nereide Italian LA2/24 SF2/27 Va3/4 Se3/9 Po3/13
2/21 A. Pacinotti Italian LA2/27 SF3/1 Va3/5 Se3/11 Po3/14
3/2 Santa Anita Grace LA3/8 SF3/10 PS3/16
3/2 Chili French LA3/8 SF3/12 Va3/17 Se3/20 Po3/23
3/24 G. Ferraris Italian LA3/30 SF4/1 Va4/5 Se4/9 Po4/13

GUAYAQUIL

2/10 Cd. de Ibague Granco Pa2/20 Ba2/21 NY2/22
2/12 Cd. de Manizales Granco Ho2/21 N02/26
2/18 Manuel Mejia Granco Po2/27 Ba2/28 NY2/29
2/23 Cd. de Popayan Granco Ho3/4 N03/6

LA GUAIRA

2/17 Rio Tunuyan Arg-State NY2/22
3/10 Rio de La. Plata Arg-State NY3/15
3/24 Rio Jachal Arg-State NY3/29
4/28 Rio de La Plata Arg-State NY5/3
5/12 Rio Jachal Arg-State NY5/17

LA LIBERTAD

2/16 Choluteca Ufruit Cr2/22 NY3/2
2/16 Costa Rica Mam Ho2/28 N03/2
3/2 Managua Mam Ho3/15 N03/17

A Partner
of the
Coffee Industry
since 1919

Delta Line

MISSISSIPPI SHIPPING COMPANY, INC. • NEW ORLEANS

NEW YORK — CHICAGO
WASHINGTON — ST. LOUIS

AGENTS:

RIO DE JANEIRO: DELTA LINE, INC.

Rua Visconde Inhauma 134

SANTOS: DELTA LINE, INC.

Rua 15 de Novembre 176-178

ABIDJAN & DOUALA

Union Maritime et Commerciale

LUANDA & LOBITO

Sociedade Luso-Americana, Ltda.

MATADI

Nieuwe Afrikaansche Handels Vennootschap

TO NEW ORLEANS AND OTHER
U. S. GULF PORTS... FROM

SOUTH AMERICA

PARANAGUA, SANTOS

RIO DE JANEIRO, VICTORIA

Regular weekly sailings



WEST AFRICA

ANGOLA, BELGIAN CONGO,

CAMEROONS, IVORY COAST,

AND LIBERIA

Direct regular service



SAILS	SHIP	LINE	DUE
3/6	El Salvador	Mam	NY3/20
3/13	Lily Nielsen	UFruit	Cr3/18 Ho3/26 N03/28

LA UNION

2/11	Honduras	Mam	NY2/23
2/15	Choluteca	UFruit	Cr2/22 NY3/2
2/18	Costa Rica	Mam	Ho2/28 N03/2
3/4	Managua	Mam	Ho3/15 N03/17
3/8	El Salvador	Mam	NY3/20
3/15	Lily Nielsen	UFruit	Cr3/18 Ho3/26 N03/28

LIMON

2/13	Beate Bolten	Granco	NY2/28
2/16	Byfjord	UFruit	NY2/23
2/17	Agnete Torm	Granco	Ho2/25 N03/2
2/21	Cubahama	UFruit	N02/26
2/22	Christiane	UFruit	NY3/1
3/2	Candida	UFruit	NY3/10
3/5	Cubahama	UFruit	NY3/10
3/8	Cath. Sartori	UFruit	NY3/16
3/15	Byfjord	UFruit	NY3/23
3/19	Cubahama	UFruit	N03/24
3/22	Christiane	UFruit	NY3/30

LOBITO

2/10	Lufira	B-Afr	NY3/2
2/20	Afr Glade	Farrell	NY3/21
2/21	Lindi	B-Afr	NY3/15
3/15	Afr Pilot	Farrell	NY4/10
3/20	Afr Pilgrim	Farrell	NY4/18

LUANDA

2/14	Lindi	B-Afr	NY3/15
2/16	Afr Glade	Farrell	NY3/21
2/22	Del Valle	Delta	N03/24
3/11	Afr Pilot	Farrell	NY4/10
3/17	Del Campo	Delta	N04/14
3/16	Afr Pilgrim	Farrell	NY4/18
4/5	Del Monte	Delta	N05/5

MATADI

2/13	Afr Glade	Farrell	NY3/21
2/14	Lufira	B-Afr	NY3/2
2/19	Del Valle	Delta	N03/24
2/27	Lindi	B-Afr	NY3/15
3/13	Afr Pilgrim	Farrell	NY4/18
3/15	Del Campo	Delta	N04/14
3/17	Afr Pilot	Farrell	NY4/10
4/2	Del Monte	Delta	N05/5

MOMBASA

2/20	Afr Rainbow	Farrell	NY3/30
3/8	Afr Planet	Farrell	NY4/16
4/13	Afr Lightning	Farrell	NY5/23

NICARAGUA

2/22	Santa Anita	Grace	LA3/8 SF3/10 PS3/16
------	-------------	-------	---------------------

PARANAGUA

2/10	Mormacmar	Mormac	LA3/12 SF3/15 Va3/19 Se3/25 Po3/27
2/10	Nyland	Brodin	Ba2/27 NY3/1 Pa3/4 Bo3/6 StJo3/7
2/11	Hardanger	Wes-Lar	LA3/17 SF3/19 Se3/28 Va3/30
2/11	Rio de Janeiro	Stockard	NY3/3 Bo3/6 Pa3/8 Ba3/10
2/12	Chile	Lloyd	NY3/5
2/12	Mormacyork	Mormac	NY3/2 Bo3/5 Pa3/7 Ba3/9 Nf3/10
2/15	Del Santos	Delta	N03/9 Ho3/14
2/18	Itajai	Brodin	Ba3/11 NY3/13 Pa3/15 Bo3/17 StJo3/18
2/26	Mormacmail	Mormac	Ba3/12 Pa3/14 NY3/15 Bo3/18 Ha3/19
2/21	Uruguai	Lloyd	N03/14 Ho3/20
2/22	Mormacland	Mormac	LA3/27 SF3/29 Va4/2 Se4/8 Po4/10
2/22	Rotivia	Llod	NY3/13
2/26	Mormacmail	Mormac	Jx3/15 NY3/19 Bo3/21 Pa3/23 Ba3/25 Nf3/26
3/1	Del Alba	Delta	N03/21 Ho3/26
3/2	Buenos Aires	Stockard	NY3/24 Bo3/28 Pa3/31 Ba4/1
3/2	Peru	Lloyd	NY3/23
3/5	Mormacstar	Mormac	NY3/24 Bo3/27 Pa3/29 Ba3/31 Ha4/2
3/6	Evanger	Wes-Lar	LA4/6 SF4/8 Po4/15 Se4/17 Va4/18

FEBRUARY, 1958



FAST SERVICE ASSURED!

Week after week throughout the year Grace Line's fleet of swift, dependable "Santa" ships serves the coffee trade. With schedules and itineraries geared to the needs of the trade, Grace Line keeps a constant supply of high-grade green coffees moving to North America from the coffee ports of Mexico, Central America and South America. For quality handling of quality coffees, remember to specify, "Ship Via Grace Line."

Weekly American Flag Service
from
COLOMBIA VENEZUELA ECUADOR
and
West Coast of MEXICO and CENTRAL AMERICA
to
NEW YORK LOS ANGELES
PHILADELPHIA SAN FRANCISCO
BALTIMORE SEATTLE
VANCOUVER, B. C.

GRACE LINE

3 Hanover Square, New York 4, N. Y.
Agents and Offices in All Principal Cities

NOPAL LINE

The Northern Pan-America Line A/S
Oslo

Regular Service
Fast Norwegian Motorships

Coffee Service
Brazil/U. S. Gulf

General Agents

Oivind Lorentzen, Inc.
21 West Street, New York 6, N. Y.
WHitehall 3-1572

New Orleans—Biehl & Co., Inc., Sanlin Bldg.

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranaguá—Transparana Ltda.

Buenos Aires—International Freightling Corporation, Inc.



REGULAR, FAST EFFICIENT SERVICE

TO
U. S. ATLANTIC
AND
CANADIAN PORTS

from
BUENOS AIRES, MONTEVIDEO
PARANAGUA, SANTOS, RIO DE JANEIRO

General Agents

COLUMBUS LINE, INC.

26 Broadway, New York 4, N. Y.

WH 4-0825

SAILS	SHIP	LINE	DUE
3/7	Mormacrey	Mormac	LA4/8 SF4/10 Va4/14 Se4/21 Po4/24
3/8	Del Oro	Delta	N03/30 Ho4/4
3/12	Mormachawk	Mormac	Jx3/31 NY4/4 Bo4/7 Pa4/9 Ba4/11 Nf4/12
3/12	Panama	Lloyd	NY4/2
3/17	Santos	Stockard	NY4/6 Bo4/10 Pa4/13 Ba4/15
3/18	Mormacdove	Mormac	NY4/5 Bo4/8 Pa4/10 Ba4/12 Nf4/13
3/21	Honduras	Lloyd	N04/11 Ho4/15
3/22	Del Viento	Delta	N04/13 Ho4/18
3/22	Mexico	Lloyd	NY4/13
3/23	Mormacowl	Mormac	Ba4/11 Pa4/13 NY4/14 Bo4/17 Ha4/19
3/30	Mormacsea	Mormac	Jx4/20 NY4/24 Bo4/27 Pa4/29 Ba4/30 Nf5/1
3/31	Montevideo	Stockard	NY4/20 Bo4/23 Pa4/26 Ba4/28
4/5	Del Aires	Delta	N04/27 Ho5/2

PUNTARENUS

2/11	Choluteca	UFruit	Cr-2/22 NY3/2
3/10	Lilly Nielsen	UFruit	Cr-3/18 Ho3/26 N03/28

RIO de JANEIRO

2/13	Del Norte	Delta	N02/26 Ho3/3
2/14	Nyland	Brodin	Ba2/27 NY3/1 Pa3/4 Bo3/6 StJo3/7
2/15	Rio de Janeiro	Stockard	NY3/3 Bo3/6 Pa3/8 Ba3/10
2/15	Mormac York	Mormac	NY3/2 Bo3/5 Pa3/7 Ba3/9 Nf3/10
2/17	Chile	Lloyd	NY3/5
2/20	Hardanger	Wes-Lar	LA3/17 SF3/19 Po3/26 Se3/28 Va3/30
2/20	Del Santos	Delta	N03/9 Ho3/14
2/20	Mormacian	Mormac	LA3/27 SF3/29 Va4/2 Se4/8 Po4/10
2/24	Itajai	Brodin	Ba3/11 NY3/13 Pa3/15 Bo3/17 StJo3/18
2/26	Uruguai	Lloyd	N03/14 Ho3/20
2/27	Del Sud	Delta	N03/12 Ho3/17
2/27	Bolivia	Lloyd	NY3/13
3/1	Rio de La Plata	Arg-State	NY3/15
3/5	Del Alba	Delta	N03/21 Ho3/26
3/5	Mormacrey	Mormac	LA4/8 SF4/10 Va4/14 Se4/21 Po4/24
3/6	Argentina	Mormac	NY3/17
3/7	Peru	Lloyd	NY3/23
3/8	Buenos Aires	Stockard	NY3/24 Bo3/28 Pa3/31 Ba4/1
3/13	Del Oro	Delta	N03/30 Ho4/4
3/14	Evanger	Wes-Lar	LA4/6 SF4/8 Po4/15 Se4/17 Va4/18
3/15	Rio Jachal	Arg-State	NY3/29
3/16	Mormachawk	Mormac	Jx3/31 NY4/4 Bo4/7 Pa4/9 Ba4/11 Nf4/12
3/17	Panama	Lloyd	NY4/2
3/20	Del Mar	Delta	N04/2 Ho4/7
3/21	Santos	Stockard	NY4/6 Bo4/10 Pa4/13 Ba4/15
3/26	Honduras	Lloyd	N04/11 Ho4/15
3/27	Del Viento	Delta	N04/13 Ho4/18
3/27	Mexico	Lloyd	NY4/13
3/28	Mormacowl	Mormac	Ba4/11 Pa4/13 NY4/14 Bo4/17 Ha4/19
4/3	Del Norte	Delta	N04/16 Ho4/21
4/4	Montevideo	Stockard	NY4/20 Bo4/23 Pa4/26 Ba4/28
4/4	Mormacsea	Mormac	Jx4/20 NY4/24 Bo4/27 Pa4/29 Ba4/30 Nf5/1
4/10	Del Aires	Delta	N04/27 Ho5/2
4/19	Rio de La Plata	Arg-State	NY5/3
5/3	Rio Jachal	Arg-State	NY5/17

SANTOS

2/12	Del Norte	Delta	N02/26 Ho3/3
2/13	Nyland	Brodin	Ba2/27 NY3/1 Pa3/4 Bo3/6 StJo3/7
2/14	Mormacmar	Mormac	LA3/12 SF3/15 Po3/27
2/16	Chile	Lloyd	NY3/5
2/17	Hardanger	Wes-Lar	LA3/17 SF3/19 Po3/26 Se3/28 Va3/30
2/19	Del Santos	Delta	N03/9 Ho3/14
2/22	Itajai	Brodin	Ba3/11 NY3/13 Pa3/15 Bo3/17 StJo3/18
2/25	Uruguai	Lloyd	N03/14 Ho3/20
2/25	Mormacswan	Mormac	Ba3/12 Pa3/14 NY3/15 Bo3/18 Ha3/19
2/26	Chile	Lloyd	NY3/5
2/26	Del Sud	Delta	N03/12 Ho3/17
2/28	Rio de La Plata	Arg-State	NY3/15
3/4	Mormacmail	Mormac	Jx3/15 NY3/19 Bo3/21 Pa3/22 Ba3/25 Nf3/26
3/4	Del Alba	Delta	N03/21 Ho3/28
3/5	Argentina	Mormac	NY3/17
3/6	Peru	Lloyd	NY4/2
3/8	Mormacstar	Mormac	NY3/24 Bo3/27 Pa3/29 Ba3/31 Ha4/2
3/11	Evanger	Wes-Lar	LA4/6 SF4/8 Po4/15 Se4/17 Va4/18
3/12	Del Oro	Delta	N03/30 Ho4/4
3/12	Mormacrey	Mormac	LA4/8 SF4/10 Va4/14 Se4/21 Po4/24
3/14	Rio Jachal	Arg-State	NY3/29
3/15	Mormachawk	Mormac	Jx3/31 NY4/4 Bo4/7 Pa4/9 Ba4/11 Nf4/12
3/16	Panama	Lloyd	NY4/2
3/19	Santos	Stockard	NY4/6 Bo4/10 Pa4/13 Ba4/15
3/19	Del Mar	Delta	N04/2 Ho4/7
3/21	Mormacdove	Mormac	NY4/5 Bo4/8 Pa4/10 Ba4/12 Nf4/13

SAILS	SHIP	LINE	DUE
3/25	Honduras	Lloyd	N04/11 Ho4/15
3/26	Del Viento	Delta	N04/13 Ho4/18
3/26	Mexico	Lloyd	NY4/13
3/27	Mormacowl	Mormac	Ba4/11 Pa4/13 NY4/14 Bo4/17 Ha4/19
4/2	Montevideo	Stockard	NY4/20 Bo4/23 Pa4/26 Ba4/28
4/2	Del Viento	Delta	N04/16 Ho4/21
4/3	Mormacsea	Mormac	Jx4/20 NY4/24 Bo4/27 Pa4/29 Ba4/30 Nf5/1
4/9	Del Aires	Delta	N04/27 Ho5/2
4/18	Rio de La Plata	Arg-State	NY5/3
5/2	Rio Jachal	Arg-State	NY5/17

TANGA

2/25	Afr Rainbow	Farrell	NY3/30
3/13	Afr Planet	Farrell	NY4/16
4/18	Afr Lightning	Farrell	NY5/23

VICTORIA

2/22	Del Santos	Delta	N03/9 Ho3/14
2/27	Uruguay	Lloyd	N03/14 Ho3/20
3/7	Del Alba	Delta	N03/21 Ho3/26
3/15	Del Oro	Delta	N03/30 Ho4/4
3/27	Honduras	Lloyd	N04/11 Ho4/15
3/29	Del Viento	Delta	N04/13 Ho4/18
4/12	Del Aires	Delta	N04/27 Ho5/2

TEA BERTHS

CALCUTTA

2/10	Exemplar	Am-Exp	Bo3/16 NY3/18
2/19	Exchequer	Am-Exp	Bo3/16 NY3/28
3/8	Steel Vendor	Isthmian	N04/16
3/10	Explorer	Am-Exp	Bo4/13 NY4/15
3/15	Steel Recorder	Isthmian	NY4/16
3/22	Express	Am-Exp	Bo4/26 NY4/28
4/8	Steel Advocate	Isthmian	N05/16

COCHIN

2/14	Lotte Skou	Hellenic	NY3/7 N03/21
2/20	Exemplar	Am-Exp	Bo3/16 NY3/18
2/21	Steel Fabricator	Isthmian	Bo3/17 NY3/18
2/27	Exchequer	Am-Exp	Bo3/26 NY3/28
3/3	Coolidge	Am-Pres	NY4/9 Bo4/14 Ba4/16 HR4/18 LA5/3 SF5/6
3/5	Steel Architect	Isthmian	Bo3/28 NY3/29
3/10	Polk	Am-Pres	NY4/15 Ba4/20 HR4/21 SF5/10
3/16	Steel Worker	Isthmian	Bo4/9 NY4/10
3/18	Cingalese	Prince	Ha4/11 Bo4/13 NY4/14 Pa4/19 Ba4/21 Nf4/21
3/20	Explorer	Am-Exp	Bo4/13 NY4/15
3/22	Steel Recorder	Isthmian	NY4/16
3/30	Steel Chemist	Isthmian	Bo4/24 NY4/25
4/15	Steel Executive	Isthmian	Bo5/9 NY5/10
4/16	Eastern	Prince	Ha5/10 Bo5/13 NY5/14 Pa5/19 Ba5/21 Nf5/23
5/22	Javanese	Prince	Ha6/15 Bo6/18 NY6/19 Pa6/24 Ba6/26 Nf6/28
6/27	Malayan	Prince	Ha7/21 Bo7/24 NY7/25 Pa7/30 Ba8/1 Nf8/3

COLOMBO

2/10	Trout Pool	PacFar	SF3/14
2/12	Lotte Skou	Hellenic	NY3/9
2/13	Steel Surveyor	Isthmian	N03/17
2/14	Martand	Cunard	Bo3/12 NY3/14 Pa3/17 Nf3/19 Ba3/21
2/14	Markrama	Cunard	Sa3/12 N03/17 Ho3/20 Ga3/22
2/16	Exemplar	Am-Exp	Bo3/16 NY3/18
2/20	Peter	Maersk	NY3/21 Ha4/5
2/21	Billiton	JavPac	SF4/7 Po4/13 Se4/17 Va4/21
2/25	Exchequer	Am-Exp	Bo3/26 NY3/28
2/26	Corfu	PacFar	SF3/27
3/2	Star Alcyone	PacFar	SF4/11
3/7	Lica	Maersk	NY4/1 Mf4/20
3/13	Steel Vendor	Isthmian	N04/16
3/15	Cingalese	Prince	Ha4/11 Bo4/13 NY4/14 Pa4/19 Ba4/21 Nf4/23
3/16	Explorer	Am-Exp	Bo4/13 NY4/15
3/20	Olga	Maersk	NY4/19 Mf5/5
3/20	Steel Recorder	Isthmian	NY4/16
3/26	Carthage	PacFar	SF4/26
3/28	Express	Am-Exp	Bo4/26 NY4/28
4/7	Luna	Maersk	NY5/2 Mf5/18
4/13	Steel Executive	Isthmian	Bo5/9 NY5/10
4/13	Steel Advocate	Isthmian	N05/16
4/13	Eastern	Prince	Ha5/10 Bo5/13 NY5/14 Pa5/19 Ba5/21 Nf5/23

FEBRUARY, 1958

Regular Service
From The Principal Brazilian Ports To:
NEW YORK NEW ORLEANS

 **Lloyd**
BRASILEIRO
(Patrimonio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other. LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK
17 Battery Place

NEW ORLEANS
305 Board of Trade Bldg.

FOR
FAST DEPENDABLE DELIVERY

... of your mild coffees
to United States markets ... rely on

UNITED FRUIT
COMPANY

Steamship Service

Regular Sailings between

GUATEMALA
EL SALVADOR
HONDURAS

NICARAGUA
COSTA RICA
COLOMBIA

and

NEW YORK · NEW ORLEANS · HOUSTON

NEW YORK:
Pier 3, North River
NEW ORLEANS:
321 St. Charles St.



SAILS	SHIP	LINE	DUE
4/20	Leda	Maersk	NY5/20 M16/5
5/19	Javanese	Prince	Ha6/15 Bo6/18 NY6/19 Pa6/24 Ba6/26 N16/28
6/24	Malayan	Prince	Ha7/21 Bo7/24 NY7/25 Pa7/30 Ba8/1 N18/3

DJAKARTA

2/11	Pierce	Am-Pres	LA3/24 NY4/9 Ba4/15 Bo4/19
2/17	Lica	Maersk	NY4/1 M14/10
2/27	Steel Worker	Isthmian	Bo4/9 NY4/10
3/13	Steel Chemist	Isthmian	Bo4/24 NY4/25
3/18	Luna	Maersk	NY5/2 M15/18
3/28	Steel Executive	Isthmian	Bo5/9 NY5/10

DJIBOUTI

2/27	Steel Fabricator	Isthmian	Bo3/17 NY3/18
3/6	Steel Architect	Isthmian	Bo3/28 NY3/29
3/7	Exchequer	Am-Exp	Bo3/26 NY3/28
3/22	Steel Worker	Isthmian	Bo4/9 NY4/10
3/28	Steel Recorder	Isthmian	Bo4/16
4/5	Steel Chemist	Isthmian	Bo4/24 NY4/25
4/7	Express	Am-Exp	Bo4/26 NY4/28
4/21	Steel Executive	Isthmian	Bo5/9 NY5/10

HONG KONG

2/11	Moor	Pioneer	NY3/12
2/15	Cleveland	Am-Pres	SF3/8 LA3/13
2/18	Effie	Maersk	LA3/11 NY3/25
2/26	Korean Bear	PacFar	SF3/14
2/27	Ivaran	Stockard	NY4/7 Pa4/11 Ba4/13
2/27	Johnson	Am-Pres	SF3/20 LA3/24
3/3	Chastine	Maersk	SF3/26 NY4/10
3/4	Hoover	Am-Pres	SF3/21
3/11	Golden Bear	PacFar	SF3/27
3/18	Nicoline	Maersk	LA4/12 NY4/27
3/21	Borgholt	Stockard	NY4/30 Pa5/4 Ba5/6
3/26	Japan Bear	PacFar	SF4/11
4/3	Johannes	Maersk	SF4/26 NY5/12
4/10	Keystone Mariner	PacFar	SF4/26
4/18	Marit	Maersk	LA5/11 NY5/25
5/8	Igadi	Stockard	NY6/16 Pa6/20 Ba6/22

KOBE

2/15	Moor	Pioneer	NY3/12
2/22	Effie	Maersk	LA3/11 NY3/25
3/5	Ivaran	Stockard	NY4/7 Pa4/11 Ba4/13
3/9	Chastine	Maersk	SF3/26 NY4/10
3/25	Nicoline	Maersk	LA4/12 NY4/27
3/28	Borgholt	Stockard	NY4/30 Pa5/4 Ba5/6
4/9	Johannes	Maersk	SF4/26 NY5/12
4/24	Marit	Maersk	LA5/11 NY5/25
5/14	Igadi	Stockard	NY6/16 Pa6/20 Ba6/22

NAGOYA

3/6	Ivaran	Stockard	NY4/7 Pa4/11 Ba4/13
3/29	Borgholt	Stockard	NY4/30 Pa5/4 Ba5/6
5/15	Igadi	Stockard	NY6/16 Pa6/20 Ba6/22

SAILS	SHIP	LINE	DUE
-------	------	------	-----

PORT SWEETENHAM

2/23	Pierce	Am-Pres	LA3/24 NY4/9 Ba4/15 Bo4/19
2/24	Coolidge	Am-Pres	NY4/9 Bo4/14 Ba4/16 HR4/18 LA5/3 SF5/6
3/6	Cingalese	Prince	Ha4/11 Bo4/13 NY4/14 Pa4/19 Ba4/21 N14/23
4/4	Eastern	Prince	Ha5/10 Bo5/13 NY5/14 Pa5/19 Ba5/21 N15/23
5/8	Javanese	Prince	Ha6/15 Bo6/18 NY6/19 Pa6/24 Ba6/26 N16/28
6/14	Malayan	Prince	Ha7/21 Bo7/24 NY7/25 Pa7/30 Ba8/1 N18/3

SHIMIZU

2/11	Rita	Maersk	SF2/25 NY3/10
2/17	Moor	Pioneer	NY3/12
2/18	Hoosier Mariner	Am-Pres	LA3/6 SF3/12
2/24	Effie	Maersk	LA3/11 NY3/25
3/7	Ivaran	Stockard	NY4/7 Pa4/11 Ba4/13
3/11	Chastine	Maersk	SF3/36 NY4/10
3/27	Nicoline	Maersk	LA4/12 NY4/27
3/30	Borgholt	Stockard	NY4/30 Pa5/4 Ba5/6
4/11	Johannes	Maersk	SF4/26 NY5/12
4/26	Marit	Maersk	LA5/11 NY5/25
5/16	Igadi	Stockard	NY6/16 Pa6/20 Ba6/22

YOKOHAMA

2/15	Rita	Maersk	SF2/25 NY3/10
2/19	Moor	Pioneer	NY3/12
2/20	Hoosier Mariner	Am-Pres	LA3/5 SF3/12
2/28	Effie	Maersk	LA3/11 NY3/25
3/8	Ivaran	Stockard	NY4/7 Pa4/11 Ba4/13
3/15	Chastine	Maersk	SF3/26 NY4/10
3/31	Nicoline	Maersk	LA4/12 NY4/27
3/31	Borgholt	Stockard	NY4/30 Pa5/4 Ba5/6
4/15	Johannes	Maersk	SF4/26 NY5/12
4/30	Marit	Maersk	LA5/11 NY5/25
5/17	Igadi	Stockard	NY6/16 Pa6/20 Ba6/22

* Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C.Z.

promote good iced coffee

(Continued from page 16)

around: first, the proper brewing of hot coffee; and then, making good iced coffee from it.

This, we believe, is a sound, logical continuation of our hot coffee campaign.

We'll carry this theme in the window posters we're preparing for grocery store use ("Good Iced Coffee Starts with (brand imprint)"), but the posters and the giant glass for restaurants will read "Perk Up—Take an Iced Coffee-break," on the premise that eating places need a point-of-sale piece which will encourage direct consumption, rather than good brewing.

Finally, there'll be a three-way piece prepared featuring

OVER
TWENTY-FIVE
YEARS OF
CONTINUOUS
DEPENDABLE
SERVICE TO
THE COFFEE
TRADE



AGENCIA de
VAPORES GRIEG S/A
Rio de Janeiro
Praca Maua 7

Santos
Praca de Republica, 46

STOCKARD
STEAMSHIP
CORPORATION

17 BATTERY PLACE
NEW YORK 4, N. Y.
WHitehall 3-2340

BALTIMORE:
230 East Redwood St.
PHILADELPHIA:
181 Broad St.

Mamenic Line

COFFEE SERVED . . . as fine coffee
shipments should be served!

REGULAR FAST SERVICE FROM
EL SALVADOR AND NICARAGUA TO
U.S. GULF AND ATLANTIC PORTS

BIEHL & CO., AGENTS ALL GULF PORTS

UNITED STATES NAVIGATION
CO., INC., AGENT

17 Battery Place, N. Y. 4 BOWling Green 9-6000

the products of our partners and the brand of coffee that they're tying in with in a store, a city or an area.

Other materials will be made available: newspaper mats, reprints of the ad, radio commercials, etc. But what we have outlined lists the most important elements of the 1958 program.

We're confident that with the help of *Life*, the *Saturday Evening Post*, television, our food company partners and a large share of the coffee industry, this year's summer-long campaign is going to surpass by far our previous efforts. And, as the iced coffee promotion grows each year, it is safe to predict that—ultimately—the "summer slump" will be reduced to the point where iced coffee will rank at the top of the list in summer beverage sales.

"We find summer sales from iced coffee can be a very profitable 'plus'"

(Continued from page 17)

risers. In this respect we enlisted the assistance of the American Newspaper Publishers Association in 1956. With their cooperation we were able to develop a unique newspaper insertion contract which called for one of our iced coffee ads to be inserted when the temperature rose to 85 degrees. Again the response was excellent. Consumers were reminded that our products made a delightfully cool beverage during the "dog days," and as we had hoped, purchased them in excellent quantities.

This year, again, we are planning a major summer effort. Although it is too early to reveal our plans, you can be sure we will use every phase of advertising and promotion to win consumers to iced coffee.

We have learned, and other roasters who have promoted their brands during the summer have also learned, that summertime sales can be a very profitable plus in the sales picture.

Flag at half-mast marks coffee break

For a while recently the West German flag atop the parliament building in Bonn was at half-mast.

Excited people, phoning to find out what had happened, learned that two men raising the flag had stopped in the middle of the operation for a coffee break.



ship your coffee
via Grancolombiana

COLOMBIA • ECUADOR • PERU • EL SALVADOR
GUATEMALA • COSTA RICA • CUBA
MEXICO to ALL COASTS
of the U.S. and Canada

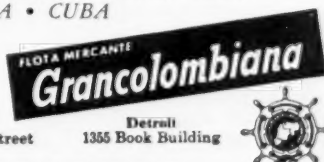
General Agents
Transportadora Grancolombiana, Ltda.

New York
79 Pine Street

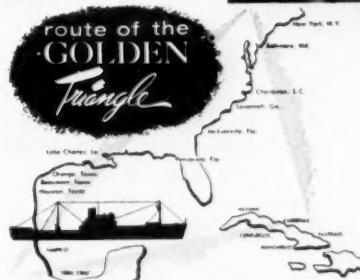
Chicago
208 South La Salle Street

Detroit
1355 Book Building

Agents
New Orleans and Houston: Texas Transport & Terminal Co., Inc.
Philadelphia: Lavino Shipping Co. Montreal: Robert Reford Co., Ltd.
Los Angeles: Balfour, Guthrie & Co., Ltd. Boston: Boston Shipping Corp.
San Francisco: Balfour, Guthrie & Co., Ltd. Baltimore: Penn-Maryland S.S. Corp.



ship that
"extra cup" of
Cafe Suave
on the



Expert Handling of COFFEES

WARD line
GARCIA line
regularly scheduled sailings
MEXICO and CUBA

Ward-Garcia CORPORATION General Agents
PIER 34 NORTH RIVER New York 13, N. Y. • Watkins 4-4000

COFFEE

Where you want it . . . when you want it . . .

- ★ Your coffee arrives in perfect condition shipped Argentine State Line . . . 13 days from Santos, 12 from Rio to our modern terminal, Pier 25, North River, New York.
- ★ Fast modern freighters plus 3 new passenger liners serve the East Coast of South America . . . immaculate holds, skilled handling by experienced crews eliminate damage or flavor contamination.

ARGENTINE STATE LINE

Boyd, Weir and Sewell Inc., General Agents
24 State St., New York 4, BO 9-5660

NCA convention warns danger to U.S.

(Continued from page 9)

mony. San Francisco's "Three Jerks and a Jill"—the E. Manning's, Mr. and Mrs., and the E. A. Johnsons, Sr. and Jr.—were an easy first for costume.

During the convention, NCA directors decided to accept an invitation to send an observer to the International Coffee Conference in Rio de Janeiro the following week. NCA President John F. McKiernan was selected to represent the association.

The opening day of the convention focused on coffee as an international commodity.

In his Boca Raton keynote address, Mr. McKiernan said the problem is to find ways and means to increase sales and consumption, "rather than how to control production."

Reporting as retiring chairman, Mr. Folger reviewed coffee events and NCA activities in the past year. He urged the trade "to study our market, to analyze our promotion techniques, to consider new package design and to create new tools to motivate the shopper to buy and drink more coffee and better coffee."

R. R. Rubottom, Jr., Assistant Secretary of State for Inter-American Affairs, pointed to one area where he felt the U. S. coffee trade could collaborate with the producing countries—promotion to increase coffee consumption.

Vito Sa, head of the New York office of the Brazilian Coffee Institute, declared that Brazil will not stand by and allow the coffee industry to return to the days of the 1930's.

Andres Uribe, New York representative of the National Federation of Coffee Growers of Colombia, emphasized that his country is dependent on coffee for the exchange with which to buy hundreds of millions of dollars worth of U. S. products each year.

Speaking as a representative of FEDECAME (Federacion Cafetalera de America), Carlos Cordero D'Aubuisson said the producing countries had no choice but to "defend a fair price and a sound commerce in coffee."

Coffee growers on the Ivory Coast have agreed to contribute 25¢ per bag of coffee exported to promotional fund, F. Gennardi, director of economic affairs, told the convention. The move, Mr. Gennardi said, was in keeping with suggestions made by NCA.

Funds for promotion—more than 20¢ per bag exported—were also announced by Fernando Pereira Bastos, president, Junta de Exportacao do Cafe, Lisbon.

Tuesday's session heard the stimulating Cady-Durland

presentation on merchandising and sales promotion.

C. W. Smith, senior consultant, McKinsey & Co., Inc., told the gathering that the average efficiency of coffee distribution in this country has not increased during the past decade.

Bluntly charging that coffee packaging is in a rut, Frank Gianninoto, noted package designer, said coffee cans on the supermarket shelf are as alike as coffee beans themselves.

He added that coffee packaging "as a whole is unimaginative, mechanical and cold in feeling."

Wednesday's session centered on industry-level marketing and coffee merchandising in food stores and restaurants.

Charles G. Lindsay, manager of the Pan-American Coffee Bureau, said that "as an industry, we have sat on our hands while consumers traded down our product." He cited the cups-per-pound trend from 46 in 1949 to 64 today.

He urged an aggressive campaign to sell a better cup, and declared that restoring the 1949 ratio was an attainable and realistic objective.

If consumers adopt the home brewing standards of a decade ago, it will mean an annual increase in U. S. coffee imports of more than 4,700,000 bags, he added.

Eugene G. Laughery, president of the Coffee Brewing Institute, Inc., said good brewing techniques, promoted in industry advertising, could help reverse the cups-per-pound trend.

Larry Hilaire, president of the National Restaurant Association, reminded the convention that the restaurant market was a great sampling ground for a good cup of coffee, and could influence housewives to brew a better cup in the home.

"From an operating standpoint," Mr. Hilaire said, "we in the restaurant field ought to take a close look at soluble. We have been watching this development on the basis of mounting labor and equipment costs."

Paul Willis, president of the Grocery Manufacturers of America, questioned brand claims of 60 or 80 cups to the pound. "Your whole industry will suffer from such promotions," he warned.

Coffee's importance to the supermarket as a profit-maker was stressed by Robert W. Mueller, editor of Progressive Grocer, who reported on coffee findings in a Super Valu study of American shopping habits.

"Although coffee doesn't quite produce unit sales as high as the average," Mr. Mueller said, "its dollar sales are three times as great and its gross profit is well above the 74¢ average."

ROASTING

GRINDING

PACKING

VACUUM PACKING

Coffee Trade Roasters

H. MILLS MOONEY & SON, INC.

20 FULTON STREET, NEW YORK 38, N. Y.

Telephone: WHitehall 4-5138

SOUTHERN CROSS LINE

Fast Motorships - from Brazil - to United States Atlantic Ports

COSMOPOLITAN SHIPPING COMPANY, INC.

General Agents

42 Broadway

New York 4, N. Y.

Editorials

More iced coffee . . . faster

If you're a coffee roaster with a big chunk of skepticism about what iced coffee can do for you, you might do well to mull over a single fact.

It's the big fact coming out of the national survey of iced coffee activity in 1957, conducted by this publication.

Coffee roasters who have tried iced coffee promotion like it. They plan to do it again, more intensively, the coming summer.

Any merchandiser knows you can't sell a lemon of a product twice. Once, yes. Then the customer finds out it's no good, and you can't give it to him.

The iced coffee skeptic might chew on this. Why are the roasters who have promoted iced coffee the ones most ready to go after it again?

The reason is, in most instances, the obvious one. The promotion brought results. Where it didn't actually boost sales much, it offered enough promise to justify coming back to it.

Our latest iced coffee survey indicates another factor. Something is being accomplished on iced coffee by many roasters with relatively little effort.

This points up iced coffee responsiveness. But it also makes clear some limitations.

Many of the roasters who *do* go after iced coffee don't, as yet, see the full opportunity. Otherwise they wouldn't be content with the kind of half-way try they give it.

Consider the companies which didn't even bother making their iced coffee promotion the focus of sales meetings. All they did was mail some material to the men.

What's astonishing is that these firms chalked up any results at all. That they did is, again, a tribute to the liveliness of the potential.

Consider, too, that where iced coffee *was* discussed at sales meetings, only a few companies took the trouble to serve the beverage itself to the men.

When they did, the response was consistent and remarkable. These are the companies which chalked up the best iced coffee results!

Progress in iced coffee has been steady, rather than spectacular, the survey indicates.

More rapid progress is very possible.

The skeptic on the sidelines is part of it. He represents significant roasting volume and promotion power.

He will eventually get into the act, whether he agrees with this statement now or not. But it can happen sooner, rather than later.

It depends on how long he clings to a notion which is out of kilter with the facts of life. Helping him to alter his views will be success in iced coffee by competitors.

Those competitors, who *are* promoting iced coffee, can step up the process of knocking out the summer slump by going after the potential for what it's really worth.

They will help themselves, to begin with. Evidence in the survey study indicates that brands have an opportunity to achieve marked advantages with exceptionally intensive iced coffee drives.

At the same time, of course, the more roasters in the campaign, and the more thoroughly they work at it, the greater the total thrust for iced coffee.

More consumers will accept iced coffee faster—and every company will benefit.

Whether you're now on the sidelines, or whether you've already gotten your feet wet in iced coffee promotion, you might review the basics.

Take a look at the material in the iced coffee section elsewhere in this issue. You'll find the trend laid out in the report on the iced coffee survey. In the articles, you'll see the thinking—and experiences—of coffee people, restaurant operators, creative men and merchandising experts. You'll be able to study the plans of the Pan-American Coffee Bureau for its industry-level drive on iced coffee.

Weigh such cogent facts as these, pointed out by Donald L. Stevens:

"Furriers are selling furs in the summer; coal companies are selling coal; oil companies are selling heating oil.

"It's an established, documented fact that all of these industries, in a season when people want to keep cool, have greatly increased the sale of products designed to keep them warm. Other industries have also boosted the sales of hot products in the summer, and cold products (for example, soft drinks and ice cream) in the winter . . .

"It seems rather curious that the coffee industry has made less off-season hay than some of the other industries mentioned, because the coffee roaster has—in iced coffee—the ideal example of an off-season product converted to active in-season demand. In other words, it is a product that does not require off-season inducements—such as lower prices, as do coal, oil and furs—because it is an immediately useful multi-season product.

"What it *does* need is *promotion*—powerful, consistent, well-planned and well-financed promotion."

5 important steps in our service to the Tea Trade



ADDRESS ALL INQUIRIES TO MAIN OFFICE

Old Slip Warehouse, Inc.

37-41 Old Slip, New York 5, N. Y.

WAREHOUSES AT
37-39-41 OLD SLIP

67-69-71-73 FRONT ST.

38-39 SOUTH ST.

what to know about CTC teas

By HEMEN PRASAD BAROOAH, Barooahs and Associates, Ltd.
Calcutta, India

The extremely good prices fetched by CTC teas both in the London and Calcutta markets since 1953 have drawn a lot of attention to this system of manufacturing. Scores of gardens are switching to this method of production with the hope of reaping high prices—and in most cases they have succeeded, too!

One of the major brokers in Calcutta said that in 1957, in their catalog alone, there were 110 CTC marks, out of a total of some 800 garden marks in Northeast India.

What is CTC? CTC stands for "Crushing, Tearing, Curling." A particular machine, known as MCKercher's "CTC" Patent is supposed to do this to the green leaf as the leaf passes through the unit.

The main part of the machine consists of two rollers with stainless steel cutting segments, ordinarily known as "teeth." These rollers are about four feet long, fitted parallel to each other and almost touching throughout the whole length. The rollers rotate in opposite direction—one at 675 to 750 rpm and the other at one-tenth of that speed, that is, 67 to 75 rpm.

The other important parts of the machine are:

1. An endless chain feeding elevator.
2. A permanent magnet, to take off any metal that might go in with the leaf (a small nail can seriously harm the roller's "teeth").
3. An adjusting device so that the clearance between the rollers can be adjusted, depending on the thickness of the spread of the leaf.

The object of the CTC process is to do what the orthodox rolling table is supposed to do, but in a more efficient way—i.e., to distort the cells of the tea leaf and to expose the tea juices to the air.

To use the manufacturers own words: "The object of the CTC process is to distort the cells of the leaf and distribute the juices evenly, so that when the tea is dried, juices and/or bloom adhere to the leaf.

"To obtain this object, provision is made for tearing and crushing the leaf into minute rolls, approximately 12,000,000 per minute, and ensuring the simultaneous distortion of the leaf cells, whatever the texture of the leaf may be."

CTC, though brought out over 25 years ago, was first used with considerable success only in 1953.

The general process of manufacturing varies from the orthodox system. The following are the more important variations:

Withering: For CTC, the leaf is slightly under-withered.

Rolling: Even while CTC manufacturing is done, the withered leaf is rolled for 30 to 40 minutes without pressure on the conventional rolling table. This facilitates better "crushing, tearing and curling" of the leaf by the CTC machine.

CTC cutting: After rolling, the leaf goes to the CTC machine without sifting. Some gardens, which make tippy

grades besides CTC, may sift the leaf after rolling to take off all the tips.

In the CTC machine, the leaf is always cut more than once, and sometimes up to four times, depending on the condition of the leaf or the sharpness of the roller segments. After all the cuttings in the CTC machine are finished, the leaf usually goes through a sifter for cooling it down.

Fermenting: The period of fermentation is less than in ordinary manufacture. The average time is from one hour and 45 minutes to two hours and 30 minutes.

Firing: Usually the temperature in the first firing is

One of the most controversial subjects in tea circles today is CTC tea. It is discussed with much heat in London, where CTC gained considerable acceptance in the last few years. It generates less heat in the United States, where acceptance has been slower. Nevertheless, packers have been feeling their way on CTC, attracted especially by its quick coloring characteristics.

This highlight article on CTC teas was written for COFFEE & TEA INDUSTRIES by a man who is primarily a planter, with gardens in Jorhat, Assam. Mr. Barooah's knowledge of the subject is therefore firsthand, especially on the manufacturing end.

Many U. S. tea men met Mr. Barooah when he was here, with his wife, for the last Tea Association convention.

Barooahs and Associates, Ltd., is represented in the Americas by the Sembodja Corp. of New York.

higher (220° to 230° F.) than it is in orthodox manufacture.

Sorting: This is a much easier process, as the only grades in CTC are B.P., P.F., and Dust. Some gardens make two or three B.P.'s, depending on size, and call these B.P.1, B.P.2, B.P.3, etc.

Difference between CTC and orthodox teas: It has often been asked whether CTC teas have better "quality" than teas of orthodox manufacture. It really has not. It is always true that you cannot introduce quality in the factory (you can spoil it though!). Quality has to be in the tea leaf itself, in the species or "jat" of the tea bush.

All that the CTC process does is this: by completely lacerating the tea leaf, it produces a greater volume of soluble properties, due to which you can get a quicker cup of tea. Also, for the same amount of tea and for the same period of brewing, you get a much deeper color than you would from orthodox teas.

The main point is, do you get more cups of tea, The

answer is no. In the case of CTC teas you cannot add fresh hot water to your teapot and get another pot full of tea, as housewives often do with orthodox teas.

To summarize, the difference between CTC and orthodox teas is that with CTC teas, which have more readily soluble properties, you squeeze everything from it with first pot full of water in a much shorter time. But you get neither more tea, nor better tea.

CTC teas drunk by itself has a mild, brassy taste, which certainly is not a point in its favor. These are, however, always blended with teas of orthodox manufacture—and thus in a blended packet you get only the good qualities of CTC teas, its color, its quick-liquoring qualities.

Good CTC and ordinary CTC: The question that is naturally asked is why CTC teas command such high prices. Even now good CTC teas in London are fetching, as this is being written, as much as from 8 to 11 shillings (compare with only 3½ shillings for ordinary B.P.s).

Is it because of the intrinsic value of tea? Most people

say no. Between 1953 and 1955 almost any CTC teas got good prices—and good CTC got fantastic prices—for the simple economic reason of demand and supply. Blenders had found that CTC teas were very useful for making a quick brewing colory blend. There were not enough of these teas in the market and hence prices went up and up. Other planters caught on to the idea and the manufacturer of the CTC machine had such a windfall of orders for the machine (at about \$6,500 per machine), that delivery was two to three years from the date of placing the order! There was so much demand for this machine between 1955 and 1957 that even some local workshops in Assam started turning them out (with slight differences in appearance to circumvent the patent law). The result was that by the end of 1956 there were more CTC teas on the market than the market could absorb.

In 1957, the market had even more CTC teas, with the inevitable result that there was a big price difference between

(Continued on page 68)

Will CTC oust orthodox manufacture?

These excerpts from letters appearing in *The Tea and Rubber Mail*, London, indicate the heat in discussions on CTC tea. The letters were touched off by an article

questioning the future of orthodox manufacture in the face of the growing popularity of CTC teas.

Many more letters than these were published in London.

"No, not ever"

"Even though the 'new' tea would in time satisfy public taste, one serious objection to the adoption of CTC manufacture is that the outturn of 'off grades' and waste teas is considerably increased. This is a point apparently overlooked by advocates of revolutionary processes in the manufacture of tea. The flattering prices obtained for some CTC teas have led many people to believe that here at last is a system which would partly eliminate old-fashioned methods, reduce costs and 'modernize' manufacture. It would be well to know beforehand what proportion of the total amount of CTC teas produced is offered at the London auctions and at what price the rest is sold before the two systems of manufacture are compared.

"It may be that under Assam conditions the CTC method of manufacture has proved successful in certain cases, but my own personal view is that there is no possibility of the CTC machine ever ousting the traditional roller in Ceylon. The latter machine has of late been the object of very unfair criticism, mostly by those who desire a change because we live in modern times. But is there any valid reason why we should not continue using a machine which though basically the same as the first roller invented is efficiently carrying out the work for which it had been designed? On the same lines of reasoning we should then scrap the steam engine and the motor car!"

—E. L. Keegel, Tea Research Institute of Ceylon, St. Coombs.

"Yes, in upper and middle Assam"

"I fully agree with him that in CTC manufacture, the outturn of 'off-grades' and waste teas is considerably increased but I have found on my own practical experience that this is more than compensated by the overall higher prices realized for the entire crop of a season of a particular garden producing good quality CTC teas, taking into consideration the extra plucking wages and lesser crop on account of fine plucking and additional percentage of tea waste and off-grades. My above statement is applicable to a garden not having its own workshop for sharpening and chasing the CTC rollers as required.

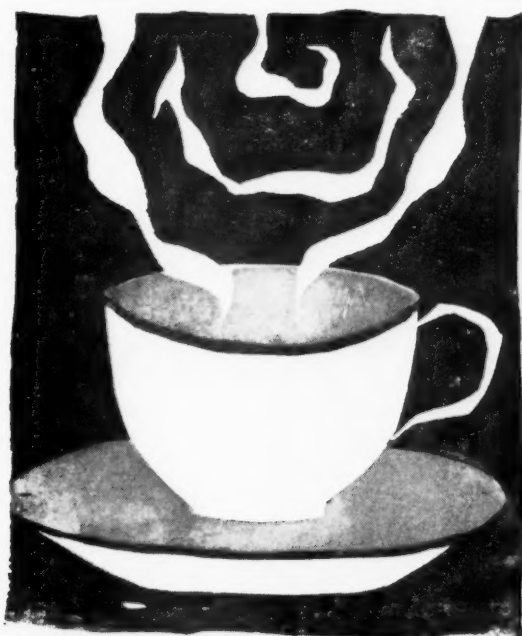
"The writer is of the firm opinion that if a garden has its own arrangement for sharpening and chasing the rollers as and when necessary, and has other required machineries, particularly the driers, in perfect condition, and taking it for granted that 'the new tea would in time satisfy public taste' as stated by Mr. Keegel, the CTC teas, at least for the Assam gardens, are likely to get much higher prices as compared with orthodox manufacture, and it can be safely said that the orthodox manufacture is very much likely to be wiped out from the upper and middle Assam gardens in due course.

"The questions of success and failure of CTC manufacture in Ceylon and in South India is still a matter of experiment, as there is much difference in conditions in the gardens at Ceylon and in South India as compared to those of Assam."

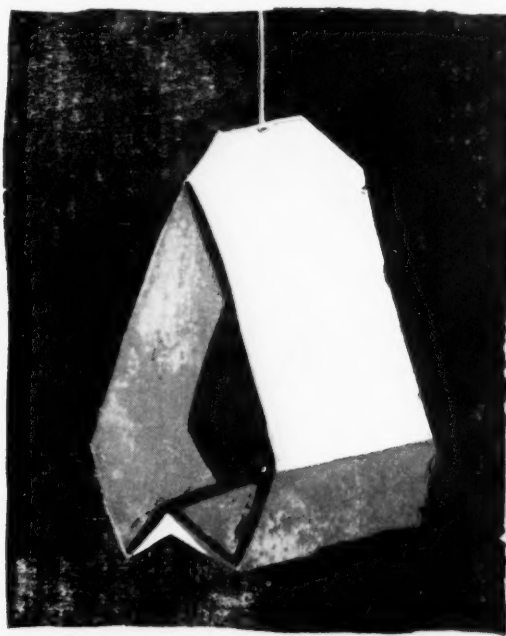
—B. P. Kedia, Chief Executive, The Jay Shree Tea Gardens, Ltd., Calcutta, India.

One guess

which tea has both:



BRISK FLAVOR! First, drinking Lipton tea relaxes you. Then, its wonderfully brisk flavor picks you up . . . without keying you up!



EXCLUSIVE "FLO-THRU"® TEA BAG! The tea bag that lets *all* the wonderful, brisk Lipton flavor come through for you to enjoy!

Answer: Lipton, of course!

**Oscar C. Gorenflo joins McCormick staff;
headed Tea Council's institutional operations**

Oscar C. Gorenflo, widely known in the tea industry, has joined McCormick & Co., Inc., as national accounts executive in the institutional division.

According to Edward J. Vinnicombe, Jr., director and general manager of McCormick's institutional division, Mr. Gorenflo will have a prime interest in all products in the hotel and restaurant field.

Mr. Gorenflo has been connected for 20 years with the tea industry, serving since 1956 as director of institutional operations for the Tea Council of the U. S. A.

At McCormick, he will continue his interest in tea and help develop tea sales in the institutional field. Mr. Gorenflo will also direct national accounts in institutional areas throughout the United States for all other McCormick products, including spices, extras, instant mashed potatoes, potato nuggets, dried chopped onions, gelatins and specialty items.

Mr. Gorenflo was chief administrative officer of the Army Post Exchange Services during World War II. After the war, he returned to the Tea Bureau, which later became the Tea Council.

A native of Detroit, Mr. Gorenflo operated his own chain of drug stores and had extensive background in re-



tailing, merchandising, and promotional advertising before joining the Tea Bureau. He is a graduate of the University of Michigan and is a registered pharmacist.

He will have offices both in New York and in Baltimore, McCormick headquarters.

"Tea for Canada Week" set for mid-April

The Tea Council of Canada announced that its fourth annual "Tea for Canada Week" is scheduled for April 14th-19th.

This year's campaign promises to surpass in results the 1957 drive, which was billed as the biggest grocery product merchandising event in Canada.

It will include new \$10,000 consumer contest, to help send customers to retail grocery stores.

A \$5,000 store display contest will again be held, as in the tea weeks in the past three years, to encourage the building of effective point-of-sale displays of tea and related items.

Consumer and trade advertising as well as widespread publicity will support "Tea for Canada Week" from coast-to-coast.

**New York's Tea Club holds
first meeting of new year**

New York's Tea Club set its first meeting of the new year for mid-February at the Antlers Restaurant, on Wall Street.

Joseph Carmody, of the Port of New York Authority, was scheduled to speak to the group and show a film.

Favors and surprises were planned with the St. Valentine's day date in mind.

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.

605 Third Street
San Francisco, Calif.

Member: Tea Association of the U.S.A.

tea and coffee in the schoolroom

Science, social studies and a new art form — based on the leaves and the beans — can challenge children even in the lower grades

This article was written by a grade school teacher in Maryland. The methods and techniques she used were applied in a number of schools in that state.

Tea people and those in coffee may be interested in some specific examples of the way their products are used in classrooms—my own and others in my school.

Most of the activities I mention were developed in grades three, four and five. What I call the "new art," applying tea leaves and ground coffee for art effects, were even applied in lower grades, such as the second.

Tea as well as coffee also entered into upper grade studies of Latin America and the Orient. The products came into general discussions centering on the part they play in American life, and as part of a unit of "Foods We Get from Other Parts of the World." The latter discussion is adaptable to any grade.

In one instance, tea was served as part of a make-believe Chinese "feast."

Science values

Science values came in through pointing up the unusually interesting way of using "seeds" of the coffee bush and the "leaves or foliage" of the tea plant. This was in discussion of parts of plants which give us food.

The newer classroom uses for tea and coffee came about when the children were learning about the regions of the world where the products are grown.

In the studies, real samples of the different teas and coffees were brought into school, and were labeled. Areas of the world which produce tea and coffee were mapped.

In talking about the part of these products in American life, mention was made of the tea shop and its importance, the historic Boston Tea Party, and the use of tea in hospitals as the first beverage for patients on the way to recovery.

The role of coffee and coffee shops in early American history was considered, as well as the use of coffee as a "warm up" drink by rescue crews.

The studies of early American life brought about the appearance of an old coffee grinder. For some pupils, it was the first time they had seen not only the grinder but actual coffee beans.

The importance of coffee and tea in international commerce, especially as imports into this country, was given recognition.

Children learned that an occasional cup of tea is pleasant and has values for everyone. They found they liked coffee-flavored candies and ice cream. Mocha cake icing, made and tasted by all, was new and delightful.

In addition, pamphlets obtained by writing companies pro-

ducing tea and coffee made available more to be learned about the products.

Perhaps the most usual aspects of the studies involved the uses of tea leaves, coffee beans and ground coffee in "art projects."

Today's teachers are always looking for new and different materials to use, materials that will challenge the creativity of the child and give him new horizons. Tea, along with coffee, offered the challenge nicely.

By outlining a design or a picture on paper, and pasting on a layer of adhesive material, the children had the basis for new effects. They pressed on bits of coffee for new textures for house roofs, tree bark, soils and hillsides. Tea leaves were ideal for a new "art value" in shrubs, bushes, tree-tops and foliage textures. In some instances, pupils brought in supplies from home and experimented on their own.

It was just short of amazing how many almost exquisite "art prints" with sepia-like tones were achieved by the application of tea and coffee. They had three dimensional effects.

Primary grade youngsters delighted in applying the whole and halved coffee beans to the "adhesived" paper to form pictures, alphabet letters and the numbers they were learning.

Some fascinating abstract and geometric designs were worked out, too.

Such art projects involved no expense, and the children were happy to handle an unusual yet familiar material which gave good and attractive results.

In the holiday season, tea leaves provided new and unusual textures for Christmas tree toy yards. Ground coffee dyed or painted became moss, snow or desert sand.

New words

"Coff-ee-rama" was the term coined to represent an all-coffee art project. In combination with tea leaves, it then became known as a "Coff-ee-tea-rama."

Children grew to respect the importance of tea and coffee in American life, the part the products play in their lives now—and even the part they may play in their lives in the future.

They found a new appreciation for the transportation necessary to bring tea and coffee to this country, a better understanding of the people who grow the products, and more knowledge of the growth habits of the plants.

In science, coffee grounds were even given attention in an earthworm-raising project!

Coffee and tea have gone to school most successfully, in these experiences. Mother may see less in the canisters, but she likes the artistic results.

Cochin expanding as a tea port

Cochin is a busy port and shipping facilities are on the whole adequate.

These comments were made recently by Caritt Moran & Co. Private, Ltd.

The actual running of the auctions is regulated by the Tea Trade Association of Cochin, which was founded in 1950 and this organization, consisting of seller, buyer and broker members, looks after the domestic issues of the Cochin market. The overall interests of the planting community are attended to by the United Planters Association of South India, which have its office in the Nilgiris, while each state has its own Planters Association.

The main producing areas are Peermade, Vandiperiyar, Mundakayam, South Travancore, Malabar and Nelli-amphathies, all in the new Kerala State and the Nilgiris, Nilgiri-Wynaad and Anamallais, all in Madras State while there are a few small scattered growing areas in Coorg and Mysore.

The Kerala government recently considered nationalizing foreign owned estates in Kerala, but this threat has receded as a result of intervention by the central government, which indicated that the country's sterling balances would be strained, apart from such a policy acting as a deterrent to foreign

investors. It was also pointed out that little financial benefit would be gained by the country or the employees of the estates in question.

In the budget announced by the Kerala Government in May, however, a very high Agricultural Tax was levied, and this falls mainly on the shoulders of the larger companies in the state. This does not only involve sterling companies, for over the past ten years many such estates have been purchased by rupee interests, and in the new companies formed many of the shareholders are small investors. This new tax has therefore, apart from adding appreciably to the cost of production, also acted as a damper on the private sector of investment.

Following the announcement of the Kerala budget, the Madras government also increased its agricultural tax on similar lines, although not quite to the same extent.

In conclusion, it is odd to think that maps of little more than a century ago show some of the tea districts of today as unexplored, and described them as high, waving mountains surrounded by dark and impenetrable forests!

Let us hope that future legislation will be wise and sympathetic to an industry that has done much to develop and open up South India, and may Cochin continue its expansion and maintain its position as an important market center.

Tea bag dunkers make four mistakes

To know whether you're a teabag dunker or not, you must first know what a tea-bag dunker is. Generally speaking, a TBD is one who doesn't give the tea bag a chance to make a really good cup of tea. For some reason or other, most TBD's simply cannot resist the temptation to grasp the paper label at the end of the string and with a very definite up-and-down motion starting at the wrist, they dip the tea bag up and down, down and up, and so on ad infinitum until the boiling water has dropped to a temperature far below the ability to do the tea in the bag any good.

These facts of tea-drinking life were recently noted by Lipton News.

The truth of the matter is that tea-bag dunkers don't give the tea bag half a chance and blame an insipid cup of tea on the bag—rather than on themselves.

Tea-bag dunkers generally make four mistakes when they get a cup or pot of tea in front of them.

Enough room is left in every single tea bag to accommodate the expansion of the tea leaves in each packet. There are at least 30, and sometimes as many as 50, different kinds of tea in a single tea bag—especially selected for maximum tea-drinking enjoyment.

IRWIN-HARRISONS-WHITNEY INC. TEA IMPORTERS

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJARKATA (JAVA) • LONDON (ENGLAND)
MEDAN (SUMATRA) • TAIPEH (FORMOSA)

1898 - 1958

1958 marks our 60th year of service

HALL & LOUDON TEA BROKERS

91 WALL STREET

NEW YORK CITY 5

White Rose Tea launches newspaper ad program; keeps "human interest" appeal

Thirty-two newspapers in the greater New York metropolitan area will be employed in a new advertising campaign for White Rose Tea, it is announced by Seeman Bros., Inc., distributors of White Rose food products.

Planned by the company in cooperation with its advertising agency, Anderson & Cairns, Inc., the ad program will run throughout the year.

Large illustrations will be spotlighted with the caption, "Taste the Heartwarming Tea—Taste White Rose Tea."

The schedule includes 110 line ads (50 lines by two columns) to run twice a week on a regular basis.

According to A & C account executive Edmund C. Ridley, the campaign is a continuation of White Rose's established strategy in the consistent use of small space ads with high human interest appeal. The company also uses radio and television.

M. A. Reilly named to Lipton board

M. A. Reilly, vice president of marketing, was recently elected to the board of directors of Thomas J. Lipton, Inc., it was announced by Carl I. Wood, president.

Mr. Reilly has been a member of the Lipton family for the last 36 years. He began his career in Seattle, Washington, selling Lipton cocoa, coffee and tea.

A man who has held every job in the sales department, Mr. Reilly will bring to the Board a vast experience in the marketing phase of Lipton's operation.

Mr. Reilly is originally from the State of Washington. He gave up his studies at Portland Dental College to become a salesman.

Mr. Reilly helped to organize the Manufacturers Representatives Club in Seattle and the Western States Tea Association. He was the first president of both. He is also a member of the San Francisco Sales Manager Association, Sales Executives Club of New York, and the Grocery Manufacturers of American Merchandising Committee.

Barnum named director of Salada-Shirriff-Horsey

The appointment of H. J. Barnum Jr., executive vice president, as a director of Salada-Shirriff-Horsey was announced by Grant Horsey, president of the international packaged food company.

Mr. Barnum, who came up from the citrus industry in Florida, joined Salada-Shirriff-Horsey as executive vice president in June, 1957, to direct the overall operations of this independently owned food organization and its subsidiaries in the United States, Canada and Jamaica.

Prior to that he was for several years manager of new products, foods division, of the Lever Brothers Co., N. Y.

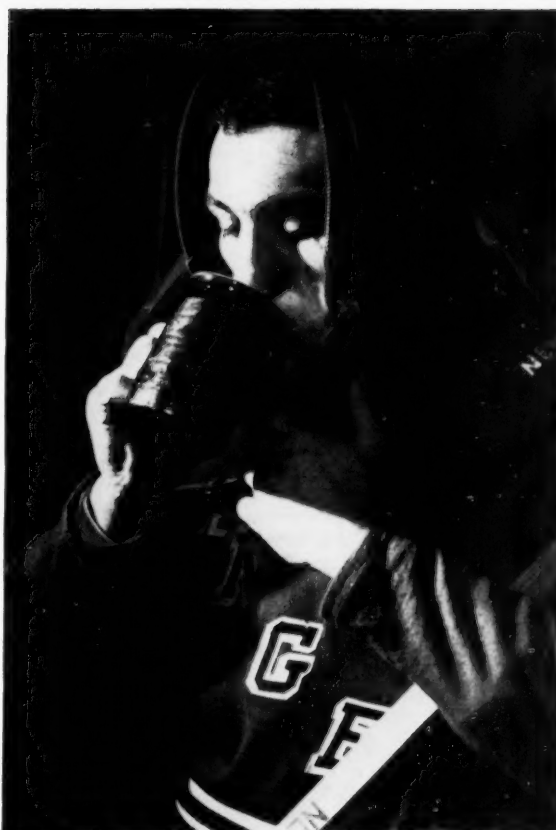
Russians claim first tea-picking machine

Russians have claimed another "first," according to a United Press report from London.

Moscow radio said Russian engineers had devised the first machine for picking leaves off tea plants.

FEBRUARY, 1958

He-man tea . . .



Star defensive hockey player for the New York Rangers, Lou Fontinato, takes time out during a recent game at Madison Square Garden for a steaming mug of his favorite beverage, tea.

Lipton maintains dominant lead in Minneapolis area, Tender Leaf distant second, survey shows

Tea brands in Hennepin County (Minneapolis) homes continued to be dominated by Lipton in 1957, according to findings in the most recent Minnesota Homemakers Survey, issued by the Minneapolis Star and Tribune.

The study is based on in-home interviews with 600 housewives last September in Hennepin County, and an equal number elsewhere in the state.

Lipton Tea was named by 80.4% of county and 81.3% of state housewives. This was about its same position a year ago, although in the county it lost 3.9 per cent.

Second in county and state was Tender Leaf, 8.9% and 7.4% respectively. Third in the county was Red Owl tea.

In the state as a whole, Fairway was the third ranking tea brand and Red Owl was fourth.

Tom O'Rourke elected to Tea Association board

Thomas J. O'Rourke, of the Aldine Paper Co., last month was unanimously elected a member of the board of directors of the Tea Association of the U. S. A.

He will serve out the term of Roland M. Howell, of the Frank G. Shattuck Co., who resigned recently.

Tea Movement into the United States

(Figures in 1,000 pounds)

	Oct. 1956	Nov. 1956	Dec. 1956	Year 1956	Jan. 1957	Feb. 1957	March 1957	April 1957	May 1957	June 1957	July 1957	Aug. 1957	Sept. 1957	Oct. 1957	Nov. 1957	Dec. 1957
Black																
Ceylon	3,880	1,535	2,433	42,871	3,102	2,755	4,351	4,290	6,220	5,695	4,207	4,846	3,366	2,786	3,403	3,023
India	2,988	1,738	2,572	31,719	3,909	2,333	2,208	2,927	3,139	2,730	1,647	1,315	1,352	2,353	1,914	2,528
Formosa	646	432	529	4,179	532	351	447	525	291	142	167	373	562	502	548	365
Africa	349	282	532	4,384	404	339	414	187	376	227	484	228	394	265	217	273
Indonesia	740	916	1,117	12,492	1,608	1,193	1,453	1,106	1,374	1,067	1,113	894	1,354	1,155	1,430	1,518
Japan	6	30	11	803	31	42	124	95	24	3	15	28	17	99	197	198
Misc.	94	99	197	1,589	258	169	314	627	421	358	112	320	219	93	218	128
Green																
Japan	482	248	38	2,924	79	21	15	139	9	82	433	464	403	276	35	47
Misc.	21	31	4	177	2	6	15	13	3	6	13	24	73	6	17	2
Oolong																
Formosa	37	36	39	306	28	32	21	29	...	2	4	31	38	24	19	66
Canton	16	17	9	65	2	3	3	1	6	5	3	5	1	7	15	14
Sentd Cntn	9	3	10	63	5	4	7	7	3	15	3	2	2	5	6	6
Mixed	21	5	15	121	17			6	5	4	6	14	17	12	15	19
TOTALS	9,289	5,372	7,506	101,692	9,977	7,248	9,372	9,952	11,871	10,336	8,207	8,546	7,808	7,593	8,040	8,187

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

what to know about CTC teas

(Continued from page 62)

good CTC and poor CTC's, those with dull and plain liquors.

What makes CTC's "good"? The factors that are responsible for turning out good CTC teas are many. Almost any planter who has the machine in his factory knows how to make good CTC teas—but alas, how many of us achieve this?

The first criterion is good plucking. You must pluck fine, forget about the crop! (So much easier to say than do!)

The other very, very important factor is that the CTC rollers must be real sharp and to be sure that you have a spare set—if possible two spare sets—so you can change rollers at least once a fortnight.

Then, fermentation: you must not over-ferment and you must not under-ferment. If you under-ferment you will have liquor, and if you over-ferment, you will have thick, dull, plain liquor without briskness.

Firing must be done right. The tea must be fired at 220° to 230° and must come out 85% fired.

All the above requirements seem to say a very simple thing—you must do everything right and nothing wrong—which is almost as naive as saying that to be a good man you must be a good man.

But apart from jokes, it does appear to the writer that there is one and only one, important criterion for producing quality CTC teas, and that is very, very close supervision in the factory. A tea factory is a rather old-fashioned affair, where you have to depend on the weather for your withering or for the temperature in your fermenting room. If your temperature in the fermenting room goes up, you have to reduce the fermentation time; if it is a rainy night you have to wait longer hours to get a proper wither. So lots of quick decisions have to be made, and to do this the man has to be on the spot 24 hours—literally 24 hours. One day the leaf might need only two cuttings

in the CTC machine, and the very next day, three cuttings. The man on the spot must thoroughly realize what goes on and how many cuttings to give.

The difference between CTC and orthodox manufacture is like that between a jet plane and an ordinary propeller plane. The first has such high speed that the slightest deviation in direction will take the plane to a completely different point within a matter of minutes. The same thing happens in CTC. A few minutes of over-fermentation may completely spoil the liquor in CTC, whereas it will have no discernable effect on tea of ordinary manufacture. Everything happens fast and in an intense way in CTC leaf!

The writer introduced CTC in two gardens in 1957. Sufficient notes to do all the "right things" were left with his managers. The success obtained, however, was only limited—and in spite of the writer's "knowing all the right things" and his knowledge of "how to produce good CTC," he unfortunately produced only medium CTCs! It is, however, hoped that next season will be another season!

Tea growing in Sweden?

Strange as it may seem, attempts were made as far back as 1750 to start tea growing in Sweden, according to the tea review issued by Carritt Moran & Co. Private, Ltd., Calcutta.

The efforts met with bad luck, however. On its way from China the first bush was blown overboard while the ship was rounding the Cape of Good Hope.

Later, two more bushes arrived safely at Uppasala, but after a year or two they were found to be not *Camellia Sinensis* but *Camellia* something-else.

Next came a true tea bush, but unfortunately this was eaten by rats before it was planted.

Finally some seeds were brought and were actually planted in 1763. It appears that one bush survived, but the idea of producing tea commercially in Sweden had by then been discarded.

selling premiums through packaging

By FRANK GIANNINOTO, President
Frank Gianninoto Associates, Inc.

This article is from a talk by Mr. Gianninoto, noted package designer, before the Los Angeles chapter of the Premium Club. Mr. Gianninoto was one of the featured speakers at the recent 47th convention of the National Coffee Association.

The successful use of premiums is becoming more and more a matter of skill and "expertise." Premiums today involve creativeness, a knowledge of the consumer and what he really wants, and a flair for doing things right.

Today's American consumer is more sophisticated, less easily pleased, and has better taste than ever before. The days of flamboyant headlines for "FREE DISHES WITH EVERY MOVIE TICKET" or a "FREE LAMP WITH EVERY 33-PIECE FURNITURE ORDER" are waning. The stocking offer on the margarine box is doomed. Even the kids are getting skeptical about the gifts in their cereal boxes and get their mommies to purchase the cereal with gadgets that *really* work or items that *mean* something.

Today the trend is towards premiums that have associative meaning to the product that is sold (butter dishes rather than stockings for margarine); towards premiums that are attractive and flatter the ego of the consumer rather than insulting his intelligence, economic status and good taste; and towards the subtle approach to gift giving, rather than the screaming one.

Actually, the best use of premiums involves a knowledge of good packaging, since there are three major ways in which packaging is bound up with promotion through the use of premiums. These are: (1) the premium which doubles as a container; (2) the use of packaging to bring out the premium characteristics of the product to make it seem more valuable and (3) the design of packaging which best projects the value of the deal or premium, and which also best preserves the original sales power of the package itself.

As designers, we are more and more conscious of the selling power of a package which serves a purpose above and beyond its use as a container.

This is a trend which has developed, in part, because of the instinct for saving and thriftiness of the average housewife. Researchers found that women were using jars and cans in a multitude of ingenious ways. Pickle jars doubled as food storage containers; coffee cans served as posts for wrapping clothesline; orange juice cans were used for water color paints in the playroom.

Now the trend is to anticipate these ideas and to make the container into something appropriate and handsome from the start. Today a woman doesn't have to paint over the

label on a lard can to use it as a sugar container. It's a handsome cannister when she buys it.

A package at the point of sale—and after—does many jobs in furthering the success of a product—from reminding the purchaser of previously seen advertising to creating a desire to pick the package up and examine it closely. The premium-container must also do all the things a good package can do. And this takes an increasing amount of research, skill and effort on the part of designers.

This is one reason why we have evaded the tempting possibilities offered by the makers of stock glasses and tumblers to package our clients' products in their wares. "You can double your sales," they tell us, "by using these premiums as containers." The idea is sound but a stock container won't express the identity, the special qualities and selling points of the products we are designing packages for.

If a company has many years of successful promotion behind its tea bags, let us say, we can do it a grave disservice by using a decorated glass as a container when competing brands are using the same thing.

The solution may lie in creating a package that is equally appealing and usable after the tea bags are gone, but which expresses the character of our client's company and product.

There is also a trend in packaging which enhances the gift qualities of products and makes them seem more like premiums—as though you are getting something extra, some-



Instant Butter-Nut Coffee is now being introduced to the retail trade in two ounce and six ounce jars. Thomas J. Prettyman, Jr., vice president of Butter-Nut Coffee Division of Paxton & Gallagher Co., Omaha, Neb., supervised development of the new product. Jars, closures and shipping cases are made by Owens-Illinois Glass Co., Toledo, Ohio, wrap-around labels by H. S. Crocker Co., San Bruno, Cal.

thing free but worthwhile or special at the same time. This is a steadily developing trend which is affecting a multitude of packages from hardware items to foodstuffs. Packaging of such products as electric razors, portable radios, decorated telephones, fishing rods, golf balls, etc., in containers that make storage and carrying easier, illustrate this point.

Let me reiterate that *it is bad packaging psychology as well as bad sales psychology to unite two items, the product you are promoting and the premium, if they are incompatible.* The silk stocking and margarine combination, researchers tell us, seems to many people to be highly incongruous. Millions of pairs of stockings may be sold, but that doesn't help the brand image of the margarine. Far better to have as a premium something that suggests the richness of a good spread—a premium that is food-related and associated with good eating and good cooking. On the other hand, good packaging psychology unites a colorful fishing lure as a premium for a man's shaver or liquor. Here the premium is not only decorative and handsome but it arouses pleasant associations—good times, the outdoors, good health, the maleness of the product.

A manufacturer often goes to a good designer, and after months of mutual discussion and work, has a package design which should function as a good selling instrument. Once the package is created, however, gremlins get to work. An army of specialists sets out to destroy it with blazing red stamps proclaiming that the product is *new*, with splashes of color and bold print about 1¢ sales and two for the price of one, and finally, in many cases, with announcements and illustrations about premiums. The deal or premium offer is designed to leap out at the customer in the supermarket, pushing into the background all the more subtle and design format of the package. That the package was done in a particular color because it will best sell the product that way is forgotten in the excitement of the premium offer or the deal. Also ignored is the fact that consumers tend to censor out these screaming claims. They don't see them at all.

This, of course, is not necessary, and in all our new designs we provide in advance for the eventuality of special offers. We believe these should be incorporated in the design in such a way that they will promote vigorously and yet not violate the design. In the new packages we did recently, for example, we have submitted to the client, along with our finished design, carefully worked out layouts for packages with both deal and premium offers. These need not be used immediately, but they are ready and waiting for the use when the offer is scheduled.

iced coffee widens break-through

(Continued from page 13)

These roasters included restaurant suppliers who accounted for as many as 100 to 250 dispensers installed in eating places.

Apart from point of sale, the most popular method of advertising iced coffee was spot radio. Local roasters, especially, used it for brand selling in specific areas.

Survey responses showed that 38% of the companies promoting iced coffee employed spot radio. More than one out of four of these firms ran the spots daily, most of them for the full three-month summer period. Other roasters

used the spots with a frequency ranging from six to 30 times a week.

Spot television was also used fairly heavily. About 24% of the companies promoting iced coffee did it this way. They were, in the main, national brand advertisers, although a sprinkling of local roasters also ran these spots, but lightly—as little as one spot per week. The national advertisers used as many as 180 spots per week. In most instances the spots were part of the regular advertising program, but with the emphasis shifted to iced coffee.

A substantial segment, 22% reported iced coffee promotion in newspapers. This effort varied widely—from large space ads appearing with high frequency in late spring and summer in big metropolitan papers and Sunday supplements, all the way to a three-inch ad inserted once.

Network advertising for iced coffee was heavier in television than in radio, according to the survey returns.

About 14% of the respondents put network TV into their promotions, while only 8% used network radio. The TV networks tended to be regional, however, rather than national.

Outdoor billboards, a familiar medium for regular coffee, were applied last summer by only 7% of the respondents specifically to iced coffee.

Only 10% of the respondents reported magazine space for iced coffee, and half of these declared it was advertising in trade magazines going to the public eating industry.

Types of sellers

Survey respondents fairly well reflected types of sellers in the coffee industry. A total of 58% sold both to grocers and restaurants, 30% catered only to restaurants, and 12% focused entirely on food stores.

Last summer, iced coffee promotion was not the special province of either market—restaurant or grocer. Emphasis on the promotion was about equal in both markets.

The year before, companies in the restaurant coffee business appeared to be more aggressive than the consumer coffee companies.

The shift seems to have come from more activity in the grocer field, rather than less in the institutional.

This survey confirms what the earlier ones revealed: *iced coffee can be sold.*

It also underlines the rather strange fact that iced coffee seems even more responsive than hot coffee to intensity of selling effort.

Compared with other products seeking to widen their markets, iced coffee's problems appear rather simple. The coffee taste is universally accepted. The format of the iced drink is well established. The two attitudes provide a solid base for coffee, iced.

What it takes to sell iced coffee, it seems, is nothing more—and nothing less—than selling.

That fact—understood fully by coffee men, and acted on—will knock out the industry's summer slump and achieve the \$100,000,000 summer potential.

The industry is moving in that direction now.

Denver coffee company robbed

Burglars took more than \$2,000 in cash recently from the office safe of the E. B. Millar Coffee Co., Denver, Colorado.

They broke through a newly installed alley window, not yet wired with burglar-detecting tape.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

the clove industry of Madagascar

By DR. ERNEST GUENTHER, Vice President and Technical Director
Fritzsche Brothers, Inc.

This report is one of a series written by Dr. Guenther while on an extensive tour of the essential oil producing regions of Africa. Copyrighted by Fritzsche Brothers, Inc., the report is reprinted here by special arrangements with that company.

The island of Madagascar supplies two clove products: dried clove buds (i.e., the spice) and clove leaf oil (i.e., the essential oil distilled from the leaves of the clove tree).

In Madagascar the clove tree, *Eugenia caryophyllata* Thunb., fam. Myrtaceae, grows only on the east coast, in a belt about 200 miles long and 30 miles wide, stretching northward from Foulpointe (above Tamatave) to Maroantsetra and Antalaha. The altitude here ranges from sea level to above 900 feet. (At higher altitudes the tree does not grow well.) The soil is alluvial above a volcanic subsoil. Although sandy and poor along the coast, the soil improves in the interior.

The principal clove and clove oil producing areas, in the order of their importance, are these: Fénérive, Mananara, the island of Sainte Marie, Maroantsetra and Antalaha.

Production totals vary from year to year, and go through a three-year cycle, there usually being a very good year with approximately 8,000 tons, then a medium year with about 4,000 tons and finally a poor year with about 1,000 tons. Average production amounts to roughly 4,000 tons annually; in three years some 13,000 metric tons are produced. There is only one harvest per year.

All clove trees are planted and maintained—usually in small patches—as a typical family and cottage industry. The days of large plantations, owned and managed by European settlers, have passed. As a matter of fact, because of low prices and oversupply on the world market, even the natives no longer plant new trees, and they give only a minimum of care (if any at all) to the existing trees—which are now more than 25 years old. As a result of excessive cutting of branches for distillation of the leaves, many of the trees appear almost destroyed.

Considerable damage has been done to the plantings by a small caterpillar, locally called "Andreta," which bores into the branches, causing them to wither and die. The damage has been particularly heavy in Soanierana, where the parasite



Distilling clove leaves on the east coast of Madagascar.

has invaded about 60% of the trees. The life cycle of the insect is unknown, nor has an efficient pesticide been found. The only remedy is to cut off the affected branches and burn them.

About 10% of the trees have been affected by cyclones. Nevertheless, there are still plenty of clove trees in full productivity.

Harvesting of cloves is done by women and children who, standing on the ground or on ladders, pinch off the terminal branchlets, which bear a few leaves, clove stems and clove buds. These are collected in baskets, then spread out on mats to dry in the sun for three or four days. On drying, the buds turn dark brown. Women and children, squatting on the ground, separate the dried buds (the spice of commerce) from the stalks and leaves—which are now usually discarded, although formerly the stems were used for distillation. (The island of Sainte Marie once boasted several distilleries, owned by white settlers.) Today the stems are thrown away or added to the leaf material for production of clove leaf oil, if there is a distillation post nearby. Three pounds of green leaves, stalks and clove buds, on drying, yield about 1 lb. of dried buds. A healthy tree produces annually about 3 kg. (6.6 lb.) of dried clove buds.

When sufficiently dry, the leaves are sold by the native

producers—in very small lots—to Chinese shop owners, either for cash or on a basis of bartering for food products and other necessities of life. By buying these crops (as they also do coffee) the Chinese have secured a complete hold over the economic life of the native—much to the chagrin of the French administration and of white exporters. Nowadays no exporter can obtain cloves or clove leaf oil without working through Chinese intermediaries, who are sharp traders and keenly aware of the state of the market. From the Chinese intermediaries the spice goes to the exporters, most of whom have their own purchasing agents in the producing centers. The exporters must clean the accumulated small lots of all foreign matter, then dry the cloves so that they meet official standards. On drying the spice, the exporters may suffer a weight loss as high as 10%.

The official standards of the French administration in Madagascar grade the cloves into four types, but practically all the spice exported falls into Type 3, which specifies that "the buds must be whole, dry, healthy, not distilled, without trace of mold; they must contain less than 5% of vegetable impurities (stalks, debris of leaves and of fruit), less than 10% of the buds deprived of their terminal heads; they must be free of foreign matter, and contain not more than 16% moisture."

Specifications for Types 1 and 2 are more rigid, but exporters simply cannot meet them because too much cleaning of the spice would be involved. For example: when delivered to the exporters, many of the buds have lost their terminal heads. Exporters are afraid that a shipment declared as Type 1 or 2 would be rejected by buyers abroad.

As regards Type 4, the specifications are so wide that the quality might not be admitted abroad; moreover, the price differential between Types 3 and 4 is almost negligible.

There is no distillers' grade of cloves exported from Madagascar.

(Next month: Clove leaf oil)

The use of spices in improving the flavor of therapeutic diets

Improving the flavor and acceptability of food for sick patients is the subject of an important research study recently reported from the Grace-New Haven Community Hospital, New Haven, Conn., according to Dr. James R. Wilson, medical consultant to the American Spice Trade Association.

It was planned and carried out by a group of dietitians under the guidance of Dr. Doris Johnson and associates, Eleanor G. Wright and Ann Everson. Their research was published in the *"Journal of the American Dietetic Association."*

The study was based on the fact that refusal of patients to eat is an important medical problem, because when the physician prescribes a special diet, it is a calculated part of his treatment. The patient's failure to eat the prescribed food can destroy the effectiveness of the total therapy.

Specifically, the study included an investigation of these diets: "restricted-sodium, restricted-calorie, restricted-carbohydrate, or combinations of these." Sodium-restricted diets are used in certain types of heart disease and other conditions. Calorie-restricted diets are used in the control of body weight and for a variety of medical reasons.

Patients whose childhood eating pattern had been limited to the mashed potato and gravy type of diet were cautious in expanding their flavor experiences, according to the report. On the other hand, a group of food-conscious dietitians showed a surprisingly uniform preference for spice and herb flavored foods. It was shown also that flavor preferences are a subjective, highly individualized matter.

Hot foods tend to be more flavorful because of the greater volatility of odorous constituents. Due to the position of the sense organ of smell, actually some "tastes" may be odors. This may explain, the researchers noted, why patients being studied did not comment on the seasoning in cold food as frequently as in hot food.

The report indicated that in trying to make food more attractive, attention must be paid to the patient as a person, often with highly individual previous food experiences and training. These may be the result of nationality, or culture, or income level or other factors.

This study represents an important step toward better understanding of ways and means of improving the acceptability of foods for sick people. It is an important step toward improving the usefulness and effectiveness of therapeutic diets. It is a step toward making life pleasanter for sick patients both in the hospital and at home.

The data also suggests that the appreciation of subtle flavors is usually developed early in life.

The authors pointed out that spices "present a vast opportunity for flavor combinations." Also referring to spices, the report said, "They are ideal vehicles through which to introduce new flavors into low-sodium meals and could possibly affect satiety value."

<p>ZIMCO[®] U.S.P. VANILLIN</p> <p>A QUALITY VANILLIN WITH FINER AROMA, BODY AND FLAVOR The Original Lignin VANILLIN</p>	<p>Zimco is the natural source vanillin which has become the standard of excellence throughout the industry.</p>
<p>Sterwin Chemicals Inc. SUSIDERS OF STERLING DRUG INC. 1450 BROADWAY, NEW YORK 18, N. Y. 2020 Greenwood Street, Evanston, ILL. Branch Offices and Warehouses in Leading Cities</p>	<p>WORLD'S LARGEST SUPPLIERS OF VANILLIN</p>

<p>VANILLA BEANS</p>	
	
<p>ZINK & TRIEST CO.</p>	
<p>615 Lombard Street, Philadelphia, PA</p>	
<p>PHILADELPHIA</p>	<p>PA</p>

Potentialities of physicochemical separation in the flavor field

By L. B. SJOSTROM and S. E. CAIRNCROSS, Arthur D. Little, Inc.

A great deal of our primary knowledge of active components in flavorful products may be traced back to the founders of organic chemistry. Much of the classical work on isolation and identification of the principal components of essential oils was done over 50 years ago and was based largely on rather simple extraction and distillation methods. From this we can name the components which appear to carry the principal burden of flavor in oil of spearmint, oil of peppermint, and such flavor materials as cinnamon, clove and vanilla.

However, the flavor and flavor effect of these materials is highly complex. The whole effect of vanilla extract cannot be duplicated simply by using vanillin alone, and there are other interesting and important flavor factors in oil of cinnamon in addition to cinnamic aldehyde. Hence the duplication of the flavor effect of these products requires a much more detailed knowledge of the supporting and modifying factors characteristic of the best grade of the natural product.

Such flavorful natural materials may be said to contain four principal types of components from a flavor and odor standpoint:

1. The primary component or components which form the nucleus around which the essential characteristics of odor or flavor are built. These are said to bear the burden of flavor.
2. The principal supporting components which blend, modify and support the principal characteristic and possibly provide interesting character notes. The synthetic principal component would ordinarily be unable to reproduce the full effect of the flavor without these supporting notes, and the perfumer, for example, would attempt to provide these secondary components from other sources in building a synthetic compound.
3. The third class of components includes those which do not provide interesting character notes and neither add nor detract from the essential ingredients.
4. Finally, there is a fourth class of component which may be considered to be undesirable and which actually detracts from the overall effect of both the primary and secondary components. In this class we may include non-active components which develop undesirable effects on aging.

As we have indicated, the so-called primary component may be a single compound or it may sometimes constitute a group of compounds. If it happens to be a single compound, this is a great advantage to both chemist and flavorist.

Here one might question the logic of calling a mixture of

compounds a primary component. But the criterion from a flavor standpoint is simple; the primary components are those without which the essential characteristics of the flavor or odor cannot be reproduced. It is fortunate that a single compound often qualifies for this role in the most potent flavoring materials, but we are certain that some of the more subtle flavors now being explored may often involve a system of several primary components, all required for duplication of odor or flavor.

The problem of classifying and evaluating supporting compounds is undoubtedly more complicated than the ap-

This article is from a paper presented at the symposium on physicochemical research on flavor sponsored by Arthur D. Little, Inc., in Chicago.

proach to primary compounds. The supporting compounds may include such diverse classes of materials as non-volatile products, water-soluble materials, resins and polymers, including compounds which have themselves no obviously important odor or flavor.

The third class of materials, made of components considered to be neutral in their effect on flavor, is ill-defined, but would constitute the class which could not be demonstrated to play any important role in duplication of the natural flavor.

The fourth class provides a basis for the solution of many practical problems relating to flavor stability and quality without embracing a study of the whole composition of the flavorful complex. Here we attempt to deal only with the undesirable components of flavor mixtures, and isolation and identification studies would sometimes be aimed primarily at developing methods of removing these components. Much work in this direction has already been done in the field of essential oils.

The thesis outlined above would suggest that it may be possible, in reconstructing natural flavors, to leave out certain natural components which are detrimental either to stability or flavor, and at the same time to augment the ones which stabilize and support the desired flavor or odor.

Looking at this field broadly, we observe an increasing interest on the part of industry, and at the same time some concern about the utility of this approach for the solution of practical problems. We believe that this general field of activity will continue to expand.

We recently discussed the problem of budget and staff

requirements for isolation and identification studies with research directors of some of the leading ethical drug companies. While there was some difference of opinion as to what the minimum effective team would be, it was generally suggested that the working unit should consist of not less than two Ph.D.'s and an assistant, although some felt that one Ph.D. and an assistant would be satisfactory, and it was indicated that a working team of five people might be needed for some of the more important projects. These estimates did not include personnel required from other groups for evaluation of products. The representative of one of the drug companies felt that the minimum team should always contain two Ph.D. organic chemists, partly to provide interaction on the thinking aspect of this type of problem and partly for the necessary diversification in skills and background experience. Ideally, one member of the team should be experienced in synthesis and proof of structure and the other in microchemistry and the technique of isolation.

Our own experience shows that any long-term flavor isolation study must be a team venture, including at least one experienced organic chemist and assistant with an associated team of not less than two people who will work periodically on large-scale extraction and concentration of starting material. The program also requires a supporting panel or group to carry out flavor evaluation studies, and here apparently lies one of the most undeveloped and difficult aspects of many of these programs.

It is obvious that the principal characteristic component of a rose oil could be recognized by anyone, even in great dilution, and possibly subjected to quantitative estimation. Some of the more important food flavors, however, consist of many essential components, and the flavor evaluation may require the rebuilding of flavor by the mixing of several components in proper proportions and the tasting of these mixtures in a suitable medium. It is our impression that chemistry and isolation have already gone far ahead of flavor evaluation in these programs.

Two different viewpoints, of course, would seem logical:

One, that the isolation and identification work be made a single objective. Eventually, when all of the compounds have been isolated and identified quantitatively, the flavor worker may begin to put the flavor together and thus to discover the compounds which are of greatest importance in creating the particular flavor.

The other viewpoint, which I believe we support, is that the program should begin with definition of the flavor characteristics of the product being studied and the chemical work should be directed toward the isolation of specific compounds responsible for each important flavor characteristic—for example, bitter, fruity, fatty, sour and fragrant

characteristics. It may be found that individual characteristics are due to a whole group of compounds, such as a group of esters or aldehydes, but periodic determination of the possible functional role of the ingredients in flavor should help a great deal in defining objectives for isolation and in shortening the time required to reach an ultimate solution.

Considering the general state of published work in this field and from our own experience in applying these methods to the solution of purely commercial problems, we feel that the new approach to isolation and identification of flavorful components has great promise for the development of a better understanding of the scientific aspects of flavor. Application of these methods, however, must be made with a full knowledge of both the limitations and advantages of the method. The mere purchase of some of the outstanding instruments which are frequently mentioned does not in any sense guarantee success. The method deals with basic chemistry and physics, and real success will come from the stimulation of people rather than from instruments. Some practical problems involving off-odors and flavors may require a short-term commitment with a rather small team of people, but basic work on the flavor materials of worldwide interest will require in each case large and well-coordinated teams of people supplemented by stimulating leadership and backing and, of course, provided with the best of instruments and facilities.

As a group interested primarily in flavor, we are naturally looking forward to development of the art of flavoring through the disclosure of the true chemical nature of the important constituents of complex flavor. Earlier workers on synthetic perfume materials have demonstrated that the chemist may sometimes outdo nature. In the case of musk and civet this accomplishment was possible only after the chemical structure and synthesis of the primary odor components had been accomplished.

It is apparent that some of our most important natural flavor materials cannot be duplicated or improved without such basic knowledge.

hot medium for iced coffee

(Continued from page 32)

Every month of the year is a good month to get your sales message across to your customers and prospects. But you must *constantly* promote. As Edward Van Horn, director of advertising for the Pan-American Coffee Bureau said last year: "The consumer has to be reminded again and again. . ." Or, as MAB puts it: "People can't remember . . . unless they're told again and again."

With magazine advertising, iced coffee *can* be sold—and the seasonal slump turned into a \$100,000,000 gain! Summer's soaring thermometers can mean soaring coffee sales—with iced coffee the hottest selling item of all. All it takes is promotion—promotion in *magazines*!

Established 1885

B. C. IRELAND, INC.

AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

241 California Street

San Francisco 11, Calif.

VANILLA BEANS

Over a Century of Service

THURSTON & BRAIDICH

286 Spring St.

New York, N. Y.

San Francisco Samplings

By MARK M. HALL

■ ■ Question: "How is the coffee market?" Answer: "Tell me what the politicians are going to do and I will give you the answer."

If you take a quick look, statistics won't help you to understand, but if you look into the future, statistics will raise certain questions: "What is going to be done about the huge surplus in the offing? What will happen when the July crop from Brazil comes in? Can any amount of control keep it from depressing the market?" These are questions running through the minds of coffee men in this area.

Some local men think they see a leak in the tight controls of the Mexico City Agreement. Little countries are demanding more voice in FEDECAME, and this is interpreted as bearish. Nicaraguans, as of this day, are selling almost two cents under Brazil $\frac{2}{3}$ grades, ex-dock here. Brazils are being neglected. Colombians ex-dock are about a cent less than what has to be paid for good Santos. On the futures market, March spreads between M's and B's show the M's less than two points ahead of B's. This could mean that Brazil is holding back more coffee than Colombia, proportionately. Some importers say Colombians have been hard to obtain.

The above situation can only mean that controls at this point cannot effect the fine and proper balance between the various grades of coffee, or reflect the proper price differentials. Buyers have no confidence in the stability of the market, and things are dull as reported by the green men.

The roasters are in a better supply situation. Spot Centrals are being thrown on the local market, and roasters buy when they can pick up spots or afloats which particularly appeal to them in price. Added to this is the California Personal Property Tax, which holds up buying now.

■ ■ Fred Doelker, retired Grace Line executive, died recently of heart trouble while duck hunting near Benecia. He was well known among coffee men and was a

familiar figure on the golf courses frequented by the trade.

Mr. Doelker, who was 68, became Pacific Coast manager of the steamship company in 1934, and in 1940 was promoted to vice president. He later served in an executive capacity with the Johnson Line agency, until his retirement in 1954.

■ ■ New officers were installed at the last meeting of the Western States Tea Association. Charlie Montague is president and Fred Vance is secretary and treasurer.

Presents were presented to the outgoing officials, Gene Lynch and Larry Meyers.

Among the visitors was Bill Hughes, a

WHEN TO QUIT YOUR JOB

See

"Mark my word"

By Mark Hall

on Page 45

coffee man, guest of tea man Ed Spillane. In lieu of a speech expounding the superiority of coffee Bill bowed graciously, as a gentleman should.

■ ■ John Pollaro, who carries on the Maxwell Agency for Hard and Rand, had a visitor last month who is a great sportsman and was on his way to do a little fishing in Hawaiian waters. Incidentally, he is in the coffee beverage delivery business, being the founder and promoter of Coffee Wagon's Inc., of New York City. Joseph D. Bassoletti observed the obvious, which was that the coffee break consumed a lot of time. Instead of the employee going off on a jaunt for his or her coffee, he conceived the idea of bringing it to them in a high class coffee wagon. It succeeded, and the company is now serving many of the big buildings in New York City.

■ ■ Hal King, who was with J. Aron & Co. for about 12 years before they closed their office here, has gone into business for himself with offices at 9 Main Street. He will do a general business in green coffee.

■ ■ B. C. Ireland is moving again, this time because a new building for the Hancock Insurance Co. is taking over most of the block. The new location is a ground floor location on the southeast corner of Davis and California. Workmen are rushing alterations necessary before the company can move in.

■ ■ Jack Sassard, well known among tea men and a familiar member of WSTA, has been advanced from tea promotion manager to general advertising and sales promotion manager for the Schilling division of McCormick Co. Jack has been moving right along.

He originally joined the firm in 1946 and was assistant director of advertising at Baltimore. In 1952 he was transferred to the tea department as director. He is chairman of the company's Junior Board.

Moving up along with Jack and well known to tea men is Clayton Shellhoss, who was appointed controller of Schilling. He stepped up from assistant. He was formerly in the public relations end.

Gordon Yates is the new public relations man at Schilling, taking the place of Harry McGuire, who resigned.

Gordon is a Stanford man, class of 1949, where he majored in economics and specialized in labor relations. He was formerly on the staff of the labor relations committee for the Northern California Distributors Association.

Harry McGuire has returned to school, is now working for a masters degree at San Francisco State College and expects to enter teaching.

■ ■ The Pacific Coast Coffee Association's group insurance plan has been given final approval, and members of the coffee trade express great satisfaction on its accomplishment. It took 100 members to consummate the deal. It is very satisfactory and complete coverage for life insurance and major medical care.

Among those who take great satisfaction in the result is Gene Heathcote, who began working on the plan all through his term as vice president of the association, then as president, finally passing the job on to Ed Manning, in whose administration it was at last achieved.

(Continued on page 79)

WELDON H. EMIGH CO., INC.

BRAZILS — MILDS

150 California St., San Francisco 11

FITZPATRICK & HOFFMAN, INC.

GREEN COFFEE

210 California Street

San Francisco

DOuglas 2-1474

E. A. JOHNSON & CO.

COFFEE IMPORTERS AND AGENTS

BRAZILS • COLOMBIANS • CENTRAL AMERICANS

166 California Street

San Francisco 11, Calif.

New York News

■ ■ John T. Daly, widely known in the coffee industry in this country and in the producing areas, has gone into business on his own, as a broker and agent.

He has set up offices at 132 Front Street.

Mr. Daly had been with the East Asiatic Co. here for ten years, as manager of the coffee department.

Before that, he had been associated for many years—from 1913 to 1945—with W. R. Grace & Co. He headed up the New York coffee department of that company until 1937, when he went to New Orleans to manage the firm's branch in that city.

In 1945 he opened a New Orleans coffee office for Standard Brands, and became that company's special representative for Latin America.

His many friends are wishing him success in his new venture.

■ ■ Up for membership in the National Coffee Association is Transcontinental Commodities, Inc.

The firm will deal in all coffees, specializing in Africans.

Matthew Ergas heads up the green coffee department at Transcontinental. He had previously been head of the coffee department at the Kian Gwan Co., coffee importers.

■ ■ Floriana P. dos Santos, of Marcellino Martins Filho Exportadora S. A., Rio de Janeiro, stopped off in New Orleans after attending the National Coffee Association in Boca Raton, then came on to New York, where he is spending several weeks.

He plans to leave from here for an extended business trip throughout Europe. He is accompanied by his wife.

In New York, he made his head-

quarters at Arnold, Dorr & Co., Inc., agents here for Marcellino Martins Filho.

■ ■ The George W. Weeks Co., of 120 Wall Street, an insurance brokerage firm specializing in marine insurance for the import and export trade, recently became an associate member of the Green Coffee Association of New York City, Inc.

George W. Weeks, who heads the firm, is an active member of the Sons of the Revolution, and a Coast Guard veteran of World War II, with thousands of sea miles to his credit.

Mr. Weeks received his advanced education at the Cathedral School of St. Paul, Colgate University, and the Pohn Institute of Insurance.

He began his insurance career as a special agent for the New York Life Insurance Co. in 1939. From there he went to Johnson & Higgins, where he received his marine insurance background. Later, he joined the marine department of the John F. Curry Agency, Inc.

In 1950 he founded his own company at 62 William Street. He moved his office to 120 Wall Street in May, 1957, to be nearer the coffee trade in order better to serve the coffee importers.

The company says its slogan is "Around The Clock Protection Around The World," and its emphasis is on customer service.

■ ■ Amertrade, Inc., has been elected to membership in the Green Coffee Association of New York City, Inc.

The firm acts as agents for, and importers of, Brazilian and Colombian coffees. It is also active in other commodities.

Jaime Rivas, well-known on Front Street, heads up the firm's green coffee department.

■ ■ Up for membership in the National

Coffee Association and the Green Coffee Association of New York City, Inc., is the Coffee Commodity Corp.

The firm acts as agents for Colombian shippers and as general brokers for all coffees.

Heading the firm is Charles W. Leister. He had previously been connected with Byrne, Delay in the Foreign Department.

Associated with Mr. Leister is John Tessitore, previously with J. Aron & Co.

■ ■ Louis Schlesinger of James W. Phyfe Co., Inc., and his wife are off on a well-earned vacation.

They will visit the Hawaiian Islands, stopping off en route in Los Angeles and San Francisco, and possibly Chicago and New Orleans.

■ ■ Earl B. Ackerman, vice president of Otis McAllister & Co., Inc. has been reappointed chairman of the coffee division in the New York City Cancer Committee's 1958 April Cancer Crusade.

The New York City Cancer Committee is the local division of the American Cancer Society. The committee is seeking \$1,616,000 as its share of the national goal of \$30,000,000 for cancer research, education and service.

■ ■ The shift by coffee companies to the newly completed New York Coffee & Sugar Exchange building continues.

Latest to make the move is J. Aron & Co., Inc.

The firm, one of the oldest and largest importers, will occupy the entire sixth floor. The new offices are air-conditioned and soundproofed.

J. Aron & Co., Inc. had been at 91 Wall Street for more than 40 years.

■ ■ C. A. Mackey & Co., Inc., one of the industry's leading importers, has moved to 91 Front St.

The firm recently completed the shift to its own building which was modernized, redecorated, soundproofed and air conditioned. Fluorescent lighting is used throughout. Executive offices are partitioned for privacy.

C. A. Mackey imports coffees from all over the world.

AMERTRADE, INC.

Coffee Importers

1 PARK AVENUE NEW YORK 16, N. Y.

Cable: AMBROTRA

A. L. RANSOHOFF CO., INC.

Coffee

NEW YORK

Cable Address
"RANWILLIG"

108 Front Street

BOwling Green 9-0189

JAMES A. ALEXANDER
COFFEE BROKER

90 FRONT STREET

NEW YORK 5, N. Y.

Cable Addresses
GALICAFE—CAFADAM

Whitehall 3-8562

GALINDO, RYMSHAW CO., INC.

Selling Agents for Colombians, Mexicans,
Centrals, Cubans and all African growths.

135 FRONT STREET

NEW YORK 5, N. Y.

Get your **COLOMBIANS**

via

BALZACBRO

Shortest Route from Growers

Balzac Bros. & Company, Inc.

H. L. C. BENDIKS, INC.

NEW YORK

96 Front Street

SAN FRANCISCO

40 California St.

NEW ORLEANS

225 Magazine St.

IMPORTERS - JOBBERS

COFFEE - TEA

Wm. Hosmer Bennett & Son

Coffee Agents and Brokers

100 Front St.
"Laticlave"

NEW YORK, 5

GEORGE P. BOTT & CO.

COFFEE BROKERS AND AGENTS

Representing Shippers in

SANTOS — RIO DE JANEIRO — PARANA

Members & Graders

New York Coffee & Sugar Exchange, Inc.

Green Coffee Association of New York City

120 Wall Street

New York 5, N. Y.

S. A. GLASBERG CO.

ABYSSINIANS — ANGOLAS — BELGIAN CONGOS

IVORY COAST — MADAGASCARS — UGANDAS

Cables: Cafruki, New York

25 Broad Street

New York 4, N. Y.

W. H. LEE COMPANY

COFFEE

COMMISSION

BROKERAGE

Cable Address
"WILEECOM"

NEW YORK 101 FRONT ST.

MEMBERS NEW YORK COFFEE & SUGAR EXCHANGE, INC.

Edward P. McCauley & Co.

COFFEE

One Jones Lane

New York 5, N. Y.

Cable Address: CAULCAFE

JAMES W. PHYFE & CO., INC.

Coffee Brokers and Agents

Representing leading shippers of
Africans—Ethiopians—Belgian Congos

98 Front St., New York 5, N. Y.

Cable Address: Phyfe, N. Y.

REAMER, TURNER & CO.

COFFEE

Brokers and Import Agents

"REATURN"
104 FRONT ST.

NEW YORK

Reaud-Geck Corporation
Mexican—Santo Domingo—Ecuador
Guatemalan—Venezuelan
Cuban—Africa
Coffees

59 PEARL STREET

NEW YORK

ERNEST SINGHOFEN & Co., INC.

Coffee

NEW YORK

TEL.: WHITEHALL 4-8182

109 FRONT STREET

WESSEL, DUVAL & CO., Inc.

Established 1825

EXPORT



IMPORT

Coffee and Cocoa

CABLE ADDRESS
HEMENWAY, NEW YORK
67 BROAD STREET, NEW YORK 4, N.Y.

New Orleans Notes

By W. McKENNON

■ ■ William Budge and William Sealy, of the San Francisco office of J. A. Folger & Co., stopped here enroute to the NCA convention.

■ ■ Coleman W. Hull, of J. Aron & Co., Inc., has returned to the office after spending his vacation in the West Indies.

■ ■ E. H. Tipton has been made general traffic manager at New Orleans, having been transferred from the Eastern division office of the Lykes Brothers Steamship Co., Inc., it was announced here by A. C. Cocke, vice president in charge of traffic.

Mr. Tipton succeeds W. A. Osborn, appointed to the new position of tonnage controller here.

Other appointments in the New Orleans office include A. L. Pedrick, traffic manager of the Africa Line; E. W. Patterson, assistant traffic manager, Africa Line; R. J. Brennan, traffic manager of the U. K. Line; Ralph Sherwood, assistant traffic manager, Continent Line; W. H. Hagen Jr., assistant traffic manager, Orient Line, and Kyle S. Hamblen, transferred from Houston to New Orleans as assistant traffic manager, Mediterranean Line.

■ ■ Mr. and Mrs. W. H. Kunz, of W. H. Kunz & Co., have returned from a business and pleasure trip to California.

■ ■ Captain C. L. Spicer has been named vice president in charge of the Mississippi Shipping Co.'s operations. Captain Spicer has been with the company for the past 37 years. He was a troopship master in World War II and has been chief officer to master, assistant port captain and marine superintendent for the company.

A native of Bethel, Delaware, he and his wife have one married daughter. The appointment was announced by Harry X. Kelly, president of the Mississippi Shipping Co., following a meeting of the board of directors.

■ ■ Four men who have been members of the New Orleans Board of Trade more than 50 years were honored at the annual membership meeting of the New Orleans Board of Trade here. Cited by the Board of Trade President Albert Hanemann, of Hanemann and Cummings, were Jake Levy, Jacob Aron, Crawford H. Ellis and W. B. Burkenroad, Sr.

"Each of these men," Mr. Hanemann said, "has reached the highest position in their respective fields and are held in the highest esteem by their fellow men."

In the annual president's report, Mr. Hanemann said 1957 had been one of the board's most active years, with inspection and weighing reaching an all-time high.

Mr. Hanemann said the board also was active in civic and cultural development and the sponsoring of legislation important in the growth of commerce.

R. H. McCrocklin, secretary of the board of trade said that from all indications the board's business activities will remain on a rather high plateau during the coming year.

■ ■ David Kattan is in Honduras on a business trip and is expected to return to New Orleans shortly.

■ ■ Mr. and Mrs. Earl P. Bartlett are enjoying a trip in Mexico.

■ ■ The Board of Trade held its annual holiday party, with a good attendance of members and guests. Receiving congratulations on the arrangements were J. W. Gehrkin, of R. E. Schanzer & Co., chairman of the general membership committee; Phil Ricks, of Adolph C. Ricks Co., Inc., vice chairman of the general membership committee; Jack Dupuy, of the Dupuy Storage and Forwarding Corp., chairman of the entertainment committee; and Albert Barrientos, Jr., Brazil Sales Agency, vice chairman of the entertainment committee.

Chicago

By HARRY LANE

■ ■ A record-breaking trade show and convention for the National Retail Tea and Coffee Merchants Association is expected by Secretary Oliver Corbett. The convention will be held at the Roosevelt Hotel, New Orleans, June 1st-8th.

■ ■ Walter Katzoff, president and founder of the Superior Tea and Coffee Co., recently presided at a cake-cutting ceremony marking the 50th anniversary of the firm.

Joining in the cake-cutting was vice president Earl Cohn, son of the late Harry Cohn, Mr. Katzoff's partner.

The company, which started as a grocery store operation, now ranks as one of the leading Midwestern producers of coffee and related food products for the restaurant and over-the-counter consumer trade.

■ ■ The Stewarts Private Blend Coffee is now using handwoven wool ties from Scotland as premiums, mailed

direct to customers. It's a promotion for the new package of Stewarts Tea.

■ ■ Chicago area employees of the American Can Co. can now further their education at the company's expense. F. B. Newcomb, vice president in charge of the Midwest division, said that under Canco's new tuition refund plan, any employee with a year's service will be reimbursed up to \$250 a year for schooling taken concurrently with employment.

■ ■ Harry Rich, well known manufacturer's representative of food products in the Chicago territory, reports that C.F. Shubert, formerly with the Manhattan Co. has joined him in representing leading food companies.

■ ■ The Rex Coffee Co. celebrated their eighth year in business with a fine anniversary meeting at which they entertained their many friends and customers in the St. Louis area.

Southern California

By VICTOR CAIN

■ ■ Bill Gloege, of Bunge Coffee, Inc., Los Angeles, has been released from St. Vincent's Hospital after undergoing a very serious operation. Bill expects to remain home for a month or so recuperating, before returning to his usual rounds of selling coffee. At present he feels fine.

■ ■ Mr. and Mrs. E. A. Johnson, of E. A. Johnson & Co., San Francisco, spent a week in Los Angeles, over the New-year period. While here, Ed made several tours of this area, which he knows so well, plus an added run out to Santa Anita to view the running of the bang-tails.

■ ■ Mr. and Mrs. Edward Apffel, Jr., of Edw. Apffel Co., local Los Angeles coffee roasters, flew from Los Angeles, headed for the National Coffee Association convention at Boca Raton, Florida.

■ ■ Mr. and Mrs. Walter Dunn—he's manager of Otis, McAllister's Los Angeles office—have gone on rather an extended flying trip. Walter expected to spend several days in New Orleans, and from there, to fly to Havana, Cuba, for a stay of several days. Then they intended flying to Florida for the National Coffee Association convention. After the convention, they were going to New York, where they would remain for a few days before returning to Los Angeles.

From the looks of this schedule, Kay and Walter should have a wonderful time and see many sights, including a few piles of snow in that great city, New York.

■ ■ Mr. and Mrs. Bill Kunz & Co., New

C. H. D'ANTONIO & CO.

Coffee

BROKERS • AGENTS
110 Board of Trade Building, New Orleans, La.

Equipment to buy?
Equipment to sell?

Let the classified column of COFFEE
AND TEA INDUSTRIES help you.



Tea men enjoying themselves at the Western States Tea Association Christmas party, reported in detail in last month's San Francisco Samplings. From left: Dave Roberts, Ed Spillane, Tom Pauli, John

Siegfried, Jim Mahoney, Charles Montague, Paul Ahrens, Steve Mail, Harold Pauli, H. W. Gerritz, H. J. Menron. The annual event, held at Gino's, wound up the year's social activities for WSTA.

Orleans, returned to Los Angeles to spend the Christmas holidays with their families. While here, Bill called on several of the local coffee roasters.

■ ■ John Mack, of the E. B. Ackerman Co. Inc., left Los Angeles for an extended stay on his Guatemala coffee plantation.

■ ■ George Smith, of the Smart & Final, Iris Co., has become a proud grandfather. His daughter Mary Ann gave birth to a bouncing baby boy with a fighting weight of 6 lbs. 10 ounces.

■ ■ Bill White, of the Huggins-Young Coffee Co., spent a week at his hunting club in La Guella, Mexico, recuperating from a very heavy chest cold.

■ ■ Jack Schimelpfenig, of Anderson, Clayton & Co., San Francisco, was in Los Angeles calling on the local coffee roasters.

■ ■ Don Dunne, of Haas Bros., San Francisco, also was in Los Angeles, to call on the coffee trade.

■ ■ Bill Morton, of W. J. Morton, Inc., flew to San Francisco for a change of scenery and to see many of his friends in the coffee trade.

San Francisco

(Continued from page 75)

■ ■ President Jack Schimelpfenig, of the San Francisco Coffee Club, has named Bill Fenerin and Harvey Brockhage co-chairman of the annual spring meet, to take place at the Meadow Club, Marin County, on April 11th. Assisting as members of the committee are M. Buckingham, C. Fowler, R. E. Dewey and Fred Vance. Spring is just around the corner, so the boys can begin polishing up their irons.

■ ■ Weldon Emigh, who attended the National Coffee Association convention, tells us that the weather was not too good at Boca Raton. Outdoor diners just

escaped a downpour, but the waiters didn't. The Emighs had planned to go to Nassau but a hotel strike prevented it. Next they thought of Cuba, but a storm blocked that trip also. The only thing to do was to come home, so they did.

■ ■ J. A. Folger, a regional vice president of the NAM, recently presided over a session of the 62nd Congress of American Industry. It was sponsored by the NAM and given at the Waldorf-Astoria, New York City.

■ ■ Elmer Briggs can well be proud of his son, Douglas, a member of Explorer Post 54 of the Boy Scouts, who was chosen to represent his region in the annual report to President Eisenhower. It is the first time since 1947 that a scout has been appointed from this region. He is an "A" student at the Lincoln High School. This brilliance may or may not be a direct inheritance from Elmer, but a lot of credit can go to Elmer for his encouragement and his example in scout work. Sons Gordon and Kenneth are Eagle Scouts.

■ ■ Jack Leach, who is West Coast "rep" for the Coffee Brewing Institute, used to be a sailor. He had a commission with the title of lieutenant commander. Sailors must like to get around, for he breezed into Texas the other day and gave a very successful demonstration in Abilene for the Restaurant Association of that city, and separately for managers of the Southland Division of Greyhound Post Houses. Jack's home port is San Carlos.

■ ■ Bob Sowell, advertising manager of Folger's, received the "Top Promotions of the Year Award" for his work in promoting the introduction of Folger's Instant Coffee. The award presentations were made by R. R. Tomlinson, of Food Publications, Inc.

■ ■ "Stepping out at 96" is the way that young man, A. A. Young, put it when he was the guest of honor at a

party given by the World Trader Department of the San Francisco Chamber of Commerce at the Yacht Harbor Club. He was toasted as the oldest living charter member of the San Francisco Foreign Trade Club.

Another "oldest" is the fact that probably no other reader of COFFEE & TEA INDUSTRIES has been a subscriber for so long. It was then The Spice Mill. Mr. Young was able to improve his mind, coffee-wise, with a subscription for the modest sum of \$1.00 per year.

Mr. Young still carries himself with something of the jaunty air which belonged to his youth, wears a fashionable double breasted coat, and a hat slightly tilted to one side.

He has been in a number of ventures over his long life, but the one which seems to carry the most sentiment and interest to him is coffee.

Just think of him as the oldest living coffee man in these United States.

St. Louis

By LEE H. NOLTE

■ ■ The St. Louis Coffee Club's annual Christmas party was pronounced a big success. There were about 50 couples in attendance and everyone reported having a good time. This was helped by the fact that the party was held at Le Chateau, which is now a private supper club. A very delicious turkey dinner, with all the trimmings, was served.

Each lady was presented with a lovely snack dish as a remembrance.

The entertainment committee did a very fine job.

It was nice to see Mr. and Mrs. A. M. Alvarez, who flew in from Houston. Mr. Alvarez is connected with the Nopal Steamship Line.

It was also good to have Mr. and Mrs. Carl Hull with us. He is the executive vice president of the Old Judge Coffee Co.

Thieves find coffee too much for them

In Brooklyn, N. Y., recently, thieves who tried to get away with 42,000 lbs. of coffee found it was too much for them.

They stole a trailer-truck loaded with 325 bags of green coffee, valued at \$22,000, backed it into a garage and un-

loaded the cargo neatly.

Then they headed the truck out of the garage. But with the load gone, the springs had lifted the truck body until it was too high for the garage door.

The vehicle hit the front wall, which began to collapse. The noise sent the thieves fleeing, with the loot left behind.

UNION



Modern Rebuilt Machinery AT TREMENDOUS SAVINGS

Prompt Deliveries

Stokes & Smith Model BS Stokeswrap
with Auger Feeds and Electric Eyes.

Burns Thermalo 23R Coffee Roasters.

Burns No. 7, 1/2 bag Roaster Unit.

Burns 2 and 4 bag Jubilee Roasters.

Burns No. 12 and No. 14 Grinders.

Burns 5 bag Roasters, gas or coal fired.

Package Machinery, Scandia and Hays-
sen Box Wrappers, all sizes and models.

Standard Knapp 429 Carton Sealer.

Fitzpatrick Stainless Steel Comminuters.

Ceco adjustable Cartoning Machines,
many models in stock.

Pneumatic Scale Automatic Carton Feed-
er, Bottom Sealer and Top Sealer with
all interconnecting conveyors.

Stokes and Smith Models G2, HG84
and HG88 Auger Fillers.

Knapp CRCO and Burt Wraparound
Labelers.

**Complete Details & Prices
on Request**

UNION STANDARD EQUIPMENT CO
318-322 Lafayette St., New York 12, N. Y.

BETTER COFFEE

can be made in
Clean Equipment

Write for a sample package of

COFFEE URN CLEANER

WALTER R. HANSEN
P.O. Box 91, Elgin, Illinois

EQUIPMENT WANTED

Jabez Burns No. 23 Thermal Roaster with
RTirflex Cooler. Please state age, condition
and best cash price. Box No. 60 c/o Coffee
& Tea Industries.

SITUATION WANTED

Former General Manager of extensive office
and milling operations in Colombia for large
U. S. coffee importer seeks affiliation with
progressive firm. Versed in foreign and do-
mestic markets and peoples, with ten years
brokerage experience in Chicago cuptesting,
roasting, selling green coffee of all growths.
Well-traveled, presentable, able correspon-
dent, with initiative and willingness to as-
sume responsibility. Fluent Spanish, some
French; Cornell graduate. Charles Block, 36
Helens Lane, Mill Valley, California.

Index to Advertisers

Page	Page
Abidjan Chamber of Commerce .. 10	Mackey & Co., Inc., C. A. 32
Alexander, James A. 76	Magdalinos, S. J. 42
American Can Co. 6	Martinson's Coffee, Inc. 21
American Coffee Corp. 4	McCauley & Co., Edward P. 77
Amertrade, Inc. 76	Mississippi Shipping Co., Inc. 52
Angel & Co., Inc., H. Reeve 47	Mooney & Son, H. Mills 58
Aron & Co., Inc., J. 1	Moore-McCormack Lines 50
Atlantic Coffee Bag Co., Inc. 45	Mueller Trading Corp., The Ludwig 49
Argentine State Line 57	
Balzac Bros. & Co., Inc. 77	National Federation of Coffee Growers of Colombia Cover
Bendiks, Inc., H.L.C. 77	National Stamping & Electric Works 49
Bennett & Son, William Hosmer. 77	Nestle Co., Inc., The 48
Bickford & Co., C. E. Cover	Neugass & Co., Inc., L. 30
Bott & Co., George P. 77	Nopal Line 54
Brazilian Coffee Institute 18, 19	
Burns & Sons, Inc., Jabez 8	Old Slip Warehouse 60
Bunge Coffee, Inc. 26	Pan-American Coffee Bureau 14, 15
	Phyfe & Co., Inc., James W. 77
Cecilware-Commodore Products Corp. 7	Ransohoff Co., Inc., A. L. 76
Classified Advertising 80	Reamer, Turner & Co. 77
Columbus Line 54	Reaud-Geck Corp. 77
Cosmopolitan Shipping Co., Inc. 58	Ruffner, McDowell & Burch, Inc. 5
D'Antonio & Co. 78	
Dobbeleir Co. 42	Schaefer Klausmann Co. 40
	Schonbrunn & Co., S. A. 46
East Coast Coffee Corp. 26	Sieling Urn Bag Co. 47
Emigh Co., Inc., Weldon H. 75	Singhofen & Co., Inc., Ernest 77
	Soares, J. N. 28
Fairchild & Bolte 46	Sociedad Cooperativa Anonima de Cafeteros de Nicaragua Cover
Federacion Cafetalera de America 4	Sol Cafe Manufacturing Corp. Cover
Fitzpatrick & Hoffman, Inc. 75	Standard Brands, Inc. 45
	Sterwin Chemicals Inc. 72
Galindo, Rymshaw Co., Inc. 76	Stockard S.S. Corp. 56
General Foods Corp. 24	
Glasberg, S. A. 77	Thomson Inc., Henry P. 64
Grace Line 53	Thurston & Braidich 74
Grace & Co., W. R. 35	Transportadora Grancolombiana .. 57
Gump Co., B. F. 3	
	United Fruit Co. 55
Hall & Loudon 66	United States Navigation Co., Inc. 56
Hansen, Walter R. 80	
	Volkart Bros., Inc. 38
Ireland, Inc., B. C. 74	
Irwin-Harrisons-Whitney, Inc. 66	Ward Garcia Corp. 57
Israel & Bros., Leon 47	Weinman Bros., Inc. 49
	Wessel, Duval & Co., Inc. 77
Johnson & Co., E. A. 75	
Junta de Exportacao do Cafe Colonial 2	Zink & Triest Co. 72
Lara & Sons, Inc., Leonidas 36	
Lee Co., Wm. H. 77	
Lipton, Inc., Thomas J. 63	
Lloyd Brasileiro 55	

FOR SALE

American Can Co. No. 1 Pacific Vacuum
Machine for 3 lbs. coffee. Complete with
A. C. motor. Used two weeks. Price
\$2,300.00. Box No. 75 c/o Coffee & Tea In-
dustries.

**Learning the technique of coffee
roasting is easy with a copy of
The Coffee Man's Manual**

\$2.50

**Write to The Spice Mill
106 Water Street**

FOR SALE

Offer complete, new Burns Coffee Roast-
ing and Grinding Plant. Gas (or Elec-
tric) power driven, coal or gas burning.
A surplus of the U. S. Navy. Crated,
processed for export in 12 large wood
cases (factory packed).

Cost \$9,000. Subject prior sale, we offer
at \$2,950. FOB Richmond.

Redmond Lumber Corp.

P.O. Box 1068 Richmond 8, Va.
Phone: MI 8-5455



SOL CAFÉ MANUFACTURING CORPORATION

180-04 BRINKERHOFF AVENUE, JAMAICA 33, NEW YORK

The new Board of Directors of the Sociedad Anonima de Cafeteros extends help and cooperation to the coffeegrowers and by means of its special committees guarantees positive advantages to coffee farmers.

COMMITTEE ON CULTIVATION

AIMS: To promote modern methods of cultivation, technological advances, to establish the Escuela Nacional de Mandadores and a Plant for Organic Fertilizers.

MEMBERS: Horacio Gonzalez Rapaccioli
Edmundo Rostran
Horacio A. Wheelock
Fernando Balladares L.
Roberto Harding
Daniel Somarriba
Jacinto Lopez

LEGAL COMMITTEE

AIMS: To study the present legal position of the Cooperative and to undertake specific studies regarding the establishment of a future Association of Coffee Growers.

MEMBERS: Dr. Miguel Ernesto Vijil
Dr. Federico Lopez Rivera
Dr. Jorge I. Montealegre
Dr. Armando Ramirez Morales

COMMITTEE FOR THE RELATIONSHIP BETWEEN MILLERS AND GROWERS

AIMS: To harmonize the interests of the growers through the adoption of new methods and the establishment of a percentage of profits for the millers.

MEMBERS: Cristano Briceno
Alberto Vogl
Francisco Solorzano A.
Jose Vita
Alberto Castellon
Alejandro del Carmen
Jose Abaunza
Jose M. Lopez
Luis Pallais D.
Dr. Arnoldo A. Sandoval
Dr. Edmundo Lopez
Emilio Gutierrez

VIGILANCE COMMITTEE

MEMBERS: Don Dulio Baltodano P.
President
Dr. Jose Rodrigues Blen
Secretary
Mario Arana Roman
Vocal

BOARD OF DIRECTORS 1957-58

Don Horacio Gonzalez Rapaccioli, *President*
Don Horacio Wheelock, *Secretary*
Don Roberto Harding Lacayo, *Treasurer*
Dr. Federico Lopez Rivera, *1er. Vocal*
Dr. Armando Ramirez Morales, *2o. Vocal*
Don Francisco Solorzano Arceyut, *3er Vocal*
Don Daniel Somarriba, *4to. Vocal*

Don Carlos H. Corea, *Manager*

The Cooperative has obtained from the Banco Nacional, the guarantee, that all producers, including those on State farms, will get these services.

WE ARE NOTIFYING ALL OF THEM OF OUR OFFER OF MEDIATION

SOCIEDAD COOPERATIVA ANONIMA DE CAFETEROS DE NICARAGUA

Member—Federacion Cafetalera de America
MANAGUA, D.N., NICARAGUA, C.A.

APARTADO POSTAL 721

Cable Address: "SOCOCANIC"